Simient CRM Product - Copy

**[Attention]**

Enhance Your Customer Experiences to Grow Your Business Faster

**[Interest]**

Leveraging existing customer value via a tailored Customer Relationship Management (CRM) system is far more cost effective than prospecting for new customers. In simple terms, CRM is a technological strategy focused on managing ongoing relationships with your customers to ensure they are provided with the information they seek to enable them to purchase at the time they choose.

In a digitally connected world, customer purchase perceptions are forming pre, during and post their interaction with your brand. Customers are seeking to be satisfied with the quality of your products and services, but a complicated sales process or poor service engagement will worsen overall impressions typically resulting in the likelihood of no sales transactions.

CRM is the art/act of developing a working relationship with your customers, where they feel a sense of individual importance. CRM solutions increase your profitability by streamlining administrative processes in your sales, marketing, and service divisions, and letting you focus on building and maintaining the customer relationships that matter. A strong CRM solution is a multifaceted platform where everything crucial to developing, improving, and retaining your customer relationships is stored.

Without the support of an integrated CRM solution, you may miss growth opportunities and lose revenue because you’re not optimizing your operating processes or making the most of your customer relationships or sales leads.

Imagine misplacing customer contact information, only to learn that your delay resulted in losing your client to a competitor. Or, picture your top two salespeople pursuing the same prospect, resulting in an annoyed potential customer and some unfriendly, in-house competition. Without a centralized and automated CRM system, your people can lose track of customer interactions and miss business opportunities.

If you want a competitive advantage in your marketplace, a tailored CRM solution is the simple answer. CRM can take the burden of managing your customers. It enables automation of your customer management processes so you can focus on what's important: leading your business to succeed.

**[Desire]**

Simient are experts in tailored CRM systems to suit businesses and departments of all sizes across a wide range of Government, Commercial and Not-for-Profit industry sectors. Using the power of Microsoft Dynamics 365 we are able to install and configure a flexible solution that's customizable to suit your specific requirements. You have the choice of a stand-alone application to meet the needs of a specific line of business or use multiple CRM tools that work together as a powerful integrated solution across marketing, sales and customer service.

Marketing: Enhance & Nurture

Generate multichannel marketing campaigns, foster sales-ready leads, and align your sales and marketing teams with planning and tracking tools that integrate with your existing apps and services.

Sales: Engage & Connect

Go beyond sales automation to better understand customer needs, engage more effectively, and win more deals. Sell smarter with embedded insights, foster relationships, boost productivity and accelerate sales performance.

Customer Service: Foster & Support

Deliver guided, intelligent service and support on any channel with a unique ability to work with your existing systems. Empower customers and agents with the tools they need to ensure quick and accurate resolution, every time.

**[Action]**

Foundation CRM solution $4,990 + GST

Inclusions;

* Briefing
* Setup
* Installation
* Configuration
* Live launch
* Training

To further enhance the power of your Microsoft CRM solution we offer broader modules and services that include;

* Ongoing personalised support
* Customised coding and development
* Bespoke modules
* Broader integration across wider systems
* Customised reporting
* Data migration