

**CUSTOMER
RELATIONSHIP
MANAGEMENT (CRM)**

**Customer data in one hyper-intelligent,
fully integrated module**

**Gain the power to understand and
delight your customers and prospects**

Give your staff the tools to provide an excellent customer experience to your customer-base, using our super powerful and intelligent Customer Relationship Management module (CRM).

Imagine being able to view all interactions your business has ever had with a customer. Your staff will be able to handle queries swiftly, accurately and confidently.

Access to data about your customers is possible from the office, road or remote location, so your sales team can be sure to maximise sales opportunities.

Your existing customer relationships will become stronger because you'll be able to better respond to their needs. And generating new business will become easier because you'll have a place to manage your interaction with prospects. What's more there's the scope to run targeted marketing campaigns through the CRM.



At a glance

- All customer data in one place
- Effectively manage customers and prospects
- Run targeted marketing campaigns through CRM
- Manage telesales activity effectively
- Schedule daily, weekly and monthly customer follow-ups

Everything you'd expect from a CRM... and much more. Developed and refined for over 30 years, our CRM is second to none.

✔ Increase sales

CRM can report on a customer's buying trends; you can use this to view items that have been previously purchased so that you can offer relevant promotions to increase their spend.

✔ Boost customer service

Delight your customers by enabling all your staff to deliver excellent customer service using CRM. They'll have everything they need to deal with customers quickly, effectively and professionally.

✔ Maximise productivity

CRM can plan daily, weekly or monthly work activity through an integrated diary. The diaries show what customer activity needs to happen that day, be it a follow up to a customer call or a site visit.

✔ Contact management

Handle details of your contacts in one central location. Store multiple contacts per company and log useful information (such as football team) to enhance customer relationships.

✔ Effectively market to prospects

CRM allows you to sort customers in a variety of ways including business type, account management group or geographical area. You can then segment your customer base to create targeted and relevant marketing campaigns.

✔ Keep customer promises

Ensure staff never miss a follow-up call again. Reminders can be placed on customer records for any promised future call backs.

✔ Credit control

Credit control information is visible on each customer's CRM record so any employee can quickly spot if there is a credit issue and check credit limits.

✔ Document management

Store and attach any documentation relevant to a customer against their CRM record, easy to refer to if required.

✔ Staff training needs

Identify skill gaps by examining conversion rates and sales activity (or lack of!). Assist with staff appraisals and use to motivate staff and set expectations.



Don't just take our word for it...

“ Introducing OGL's integrated CRM system to Securikey has been brilliant, it saves time, reduces errors and enables us to react quickly and accurately to customers' requests. ”

Liz Scott, Financial Director, Securikey



Our business software experts are waiting to hear from you:



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CRM