



Are you making maximum profit from every customer relationship? We can show you how

Successfully managing the relationship between your business and its customers is crucial to securing their retention and future repeated sales. Maintaining up-to-date, unified data on every customer throughout the sales cycle means you can better understand, anticipate and react to their needs.

Customer relationship management is more than a philosophy. It's about using technology to co-ordinate your relationship with your customers to ensure repeated sales and long-term success.

With our expertise, we can show you how to utilise market leading software to integrate customer relationship management into your business, and much more.

We can help you discover how to use the software to drive sales and enrich every customer relationship.

How can technology be applied to CRM?

SugarCRM is a software package which closes the loop between marketing and sales by providing a unified source for all your customer data.

Information on marketing activity, contacts, sales and customer history is stored in a single location where it can be accessed and updated by anybody within your business.

With SugarCrm, the success of marketing campaigns can be monitored, sales opportunities tracked and customer cases handled quickly and efficiently from a single source:

- Managers will have clear visibility of business performance and far more accurate reporting.

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- Sales teams can be assured of up to date information, and can access customer data from their PDA or laptop when on the road.

With SugarCRM you can centrally manage and co-ordinate the trading relationship with your customers, which means you're ready to anticipate and respond to their every need.

How can I integrate SugarCRM into my own business?

Most customer management packages are expensive to buy or rent and incur additional costs when updating or expanding your system.

SugarCRM, however, is the leading open source customer management software, which means it is free to download, install and updates are available at no extra cost.

The only drawback is knowing how to properly integrate the software into your own business and how to fully utilise its advantages.

Digital Methods provide the experience and expertise to analyse how your business operates and to advise on the process changes needed for implementing an efficient customer management system.

We will ensure that the software is fully integrated with your current packages, imports your existing data and is arranged to be as easy to use as possible.

With our advice and expertise, we will provide your business with a leading customer relationship management system at a fraction of the cost.

Contact Digital Methods today to discover how SugarCRM can improve your relationships with customers and boost sales.

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