

Microsoft Dynamics CRM provides fast, flexible and familiar business software that enables organisations to improve their management of the customer lifecycle through service delivery, sales performance and marketing effectiveness.

MS Dynamics CRM 4.0 is a fully integrated Customer Relationship Management (CRM) system that fits the unique needs of individual businesses and gives them the flexibility to adapt over time as people, priorities and infrastructures change.

With tools to enhance sales, marketing and customer service processes - along with native Microsoft Office Outlook integration - Microsoft Dynamics CRM is a fast, highly flexible and affordable solution.

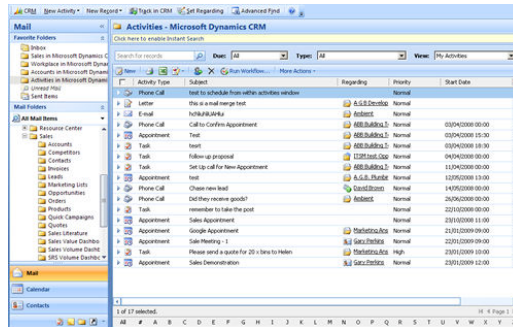
Key Benefits:

- Centralise all contact information
- Increase user productivity
- Provide optimal customer care
- Forecast and track sales opportunities
- Get a complete view of customer interactions
- Manage work more easily
- Improve sales lead qualification
- Work anywhere and everywhere

MS CRM Dynamics 4.0

Drive Productivity and User Adoption with MS Outlook.

Most CRM packages work with Microsoft Outlook but only Microsoft Dynamics CRM works directly **IN** Outlook.



This is one of the key areas that sets Microsoft CRM apart. With CRM fully accessible in Outlook there isn't a new interface that users have to get to grips with.

With this simplicity of access, there's faster buy-in, less training, greater user adoption, leading to faster productivity and quicker implementation results.

Improve customer service & deliver better information.

- Deliver customer information, case management, service history and support knowledge directly to the desktops of customer service representatives and supervisors so they can deliver consistent, efficient service that enhances customer loyalty and profitability.

- Microsoft Dynamics CRM provides a comprehensive customer service solution that's familiar to users, completely customisable to individual business processes and is scalable to meet enterprise demands.

Gain Actionable Insight

Measure customer satisfaction during all stages of the service lifecycle in real-time or as part of a service reporting cycle. Use historical and predictive analytics to raise customer satisfaction, reduce case handling times, improve first-call resolution or drive targeted cross-sell/up-sell offers to customers.

Empower your entire Sales Cycle with MS CRM.

- If you empower your sales force to do their jobs more effectively, you'll drive sales. That's why Microsoft Dynamics CRM helps your salespeople become more efficient tracking sales, managing teams, and better accessing decision-driving information.
- From the office or the road, sales reps have comprehensive, easy-to-customise sales force automation capabilities that let them quickly connect to data, respond to customers, and capitalise on opportunities as they happen.
- Microsoft Dynamics CRM is a powerful sales edge for your team — and a huge driver for your business' success.

Increase Sales Success.

Microsoft Dynamics CRM makes it easy for sales teams to manage leads and opportunities, measure and forecast sales activity and automate sales processes to transform sales effectiveness.

With sales driven tools, MS CRM helps businesses cut their sales cycles, strengthen customer retention and exceed growth targets. Through native MS Office integration and the familiar Outlook interface, Microsoft Dynamics CRM provides a natural user experience that drives user adoption throughout sales teams.

- **Territory Alignment** define territories to associate with each salesperson for effective division of labour.

- **Resource Centre** Microsoft CRM's sales resource centre offers a central repository in which to store ideas and best practices.

- **Quota Management** track sales opportunities and goal attainment at an individual and team level.

- **Lead Assignment & Routing** - set-up rule based routing and assignment options to automatically assign leads to individuals.

- **Workflows & Rules** - assign rules and workflows for consistent and enforced lead qualification driven by robust rules.

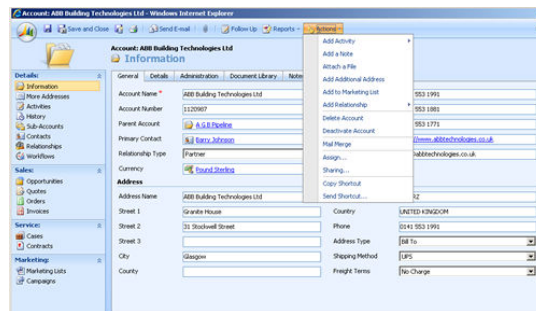
Connect...
Communicate...
Collaborate...

For more information about Microsoft Dynamics CRM.

- Call 0870 873 4588
- Ask an MS CRM expert!
info@marketinganswers.co.uk
- Visit our Website...
www.marketinganswers.co.uk

Microsoft Dynamics CRM 4.0 delivers a wealth of new features and capabilities that can benefit your entire organisation. With this new release, executives, managers, end users, and IT professionals will be able to do the following:

1. **Quick Enhanced productivity:** Wider access to data and functionality and a streamlined user experience help your people get started right away and work more productively.



2. **Streamline business processes:** New and enhanced design tools give end users, developers, and IT professionals the ability to create workflows to help ensure consistent and streamlined processes across the business.

3. **Report with ease:** Improved reporting tools built for end users help people make better use of CRM data without the assistance of the IT department.

4. **Manage data intelligently:** Data management capabilities empower people to import data rapidly while helping to preserve the integrity and accuracy of your CRM database.

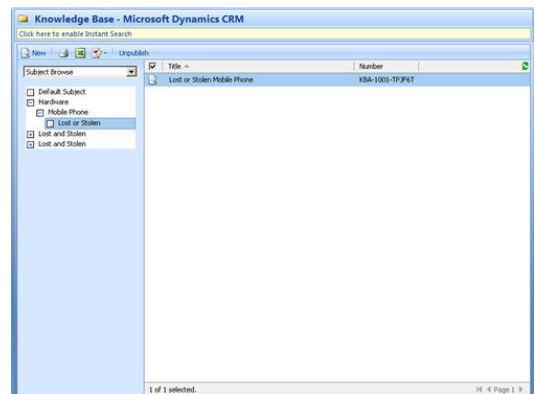
5. **Align business and technology:** A highly flexible and customisable platform means that you can more easily implement Microsoft Dynamics CRM 4.0

in a way that fits your business.

6. **Support global business requirements:** With support for multiple languages, currencies, and time zones, MS Dynamics CRM 4.0 meets the challenges of global business.

7. **Effectively manage CRM:** Monitoring and diagnostic tools give you greater visibility into how the CRM system is functioning so you can identify & resolve issues before they become critical.

8. **Improve management efficiency:** Centralised management tools and knowledge base help IT staff work more efficiently so they can concentrate on strategic initiatives.



9. **Quickly develop, innovate, and deploy:** Developer tools and architectural enhancements help you innovate on your CRM platform quickly and efficiently so you can maintain your unique competitive advantage.

About Microsoft

Microsoft are motivated and inspired every day by how customers use MS software to find creative solutions to business problems, develop breakthrough ideas, and stay connected to what's most important to them.

Microsoft are committed long term to the mission of helping customers realise their full potential. Just as Microsoft constantly update and improve products, they want to continually evolve to be in the best position to accelerate new technologies to better serve Microsoft customers.

About MAS

Marketing Answers was established in 1998, since then we have built an enviable reputation for customer service and high quality software installations. We have implemented over 500 successful CRM related projects for a range of industries.

Why not give MAS a call today to find out how we can help develop your business opportunities, stay more connected with your clients and help you to deliver over and above your client's expectations.

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