

# 10 Ways CRM Improves Your Organisation

PPD Computing  
The Old Manse,  
Lightcliffe, Halifax,  
HX3 8NT

Tel. 01422 20 00 00  
Fax. 01422 20 22 22  
Email. [enquiries@clim8.com](mailto:enquiries@clim8.com)  
Web [www.ppdcomputing.co.uk](http://www.ppdcomputing.co.uk)



SOFTWARE DEVELOPERS - SYSTEMS FOR CLIENT MANAGEMENT

“Excellent customer service is about being aware and reacting to customer needs effectively. A CRM helps you do this by...”

**1. Improving organisation performance and productivity**

the centralisation of data results in faster customer service, improved data accuracy and the ability to quickly and easily access and share information to boost your productivity.

**2. Better decision making by improved client knowledge**

have a sharper competitive edge by targeting more effectively, enabling you to sell more efficiently and attract new customers.

**3. Increasing call-centre efficiency and service:**

in a call centre, a CRM system enables employees to quickly and effectively access the client information to decrease the time of the call. Call Centres can also automatically identify incoming calls and instantly loads a complete client history ready for the employee.

**4. Any time information access:**

the web access option gives mobile employees instant access to the centralised data to support their all their activities to improve their time efficiency while also being more prepared and knowledgeable when interacting with your clients.

## 5. Increasing client profitability

have the information to create and sustain individual client relationships and boost client satisfaction to maximise profits. A CRM system can also help you identify and market to your most profitable customers. This approach allows you to increase your marketing efficiency while reducing the cost.

## 6. Store, report and analyse customer feedback

including quality control and evaluation results, to ensure a prompt reaction to any scenario that may arise.

## 7. Professional quality controlled documentation

when your templates and documents are held in one location your organisation improves and you can easily achieve a consistent brand image.

## 8. Better management information

User definable reports, complete client history and instant data field creation for the information you didn't know you needed yesterday.

## 9. Enhanced quality checking

including a range of built-in features, such as a the Automatic Version to check you are working from the latest version and full audits of all actions between your organisation(s) and your client.

## 10. Minimising delays

you can start using and benefiting from the powerful features of a CRM immediately, with migration of your current data and virtually no disruption to your everyday operations, you can carry on doing what you do best.

11. Greater accountability and improved team working  
multiple organisation structure for data means separate partner organisations or external organisations can safely share data. Each organisation can be optionally made aware of each other's activities, but security features allow them to remain autonomous on selected data and information.

OK, so I said they would be 10 but we all like that little extra, including your customers!

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