

5 benefits of becoming "green"

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SOFTWARE DEVELOPERS - SYSTEMS FOR CLIENT MANAGEMENT

Achieve greater efficiency, new business opportunities and create a competitive advantage without increasing the cost, by making your company “greener” with a CRM.

As we all become environmentally conscientious, we want our businesses to become more environmentally friendly. While you are searching for alternative energy sources and ways to decrease your carbon footprint, don't forget to take the first step to becoming 'greener' by using your resources wisely.

Being "green" has never had a higher profile, with many companies from banks to retailers now advertising their green credentials. The environment, your customers, and your organisation all receive benefits from this strategic approach.

Your customers win because they will enjoy that 'feel good factor' when they are using your products, the planet wins due to lower resource use and increased recycling, and your organisation benefits due to...

- * decrease in organisational costs
- * improved business reputation
- * increased PR opportunities
- * opportunities for new business openings
- * improved business and tender opportunities as many now have environmental conditions

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