

ABM

Customer Relationship Management



OVERVIEW

ABM Customer Relationship Management (CRM) Software is a powerful customer centric system, aimed at simplifying tasks such as client management, marketing, lead tracking and customer analysis.

With full integration of the ABM accounting system, and driven by a robust SQL database, the CRM software module provides a unique platform for accessing and utilising all your customer and supplier information.

If your business is focused on customer retention or generation, then managing customer information is vital.

ABM CRM provides the tools to deliver a higher level of service and more effective promotional campaigns.

ABM CRM can be accessed from inside ABM or on a mobile device.

BENEFITS

- » Improves customer service
- » More effective promotions
- » Better visibility of responses to promotions
- » Improved communication with customers
- » Better information sharing
- » Access to data while out of the office

FEATURES

- » Opportunity tracking
- » Campaign management
- » Efficient contact management
- » Tailored mailing lists
- » Create "to do" lists and automatic reminders
- » Record of conversations and activities
- » Mobile access via Android tablet or iPad

Australia

www.advancedbusinessmanager.com.au
sales@advancedbusinessmanager.com.au
1800 067 864

New Zealand

www.advancedbusinessmanager.co.nz
contact@advancedbusinessmanager.co.nz
0800 424 9626

INTRODUCING A FULLY INTEGRATED BUSINESS AND ACCOUNTING SOLUTION

FEATURE DETAILS

CONTACT MANAGEMENT

Keep all your details for customers, leads, suppliers and colleagues in one accessible place, while tracking all interactions and communications between parties.

Unique to ABM is the ability to draw on financial data for customers and suppliers, allowing for financial analysis per contact or group.

MAILING LISTS

Create, edit and tailor mailing lists according to your marketing campaign needs.

ABM CRM allows you to communicate with your target market to achieve better results.

OPPORTUNITIES

Easily keep track of your sales opportunities. See real time data on winning percentages and approximate values of your leads, have confidence that follow-ups will be met and direct the 'next step' in the sales process.

Opportunities allow you to streamline tasks giving you the ability to review and update leads in the office or on the road.

CAMPAIGNS

Focused campaigns can be quickly launched, giving you valuable feedback on your progress, success rates and pending tasks.

List builder functionality gives you the ability to create and re-use filtered customer lists, making regional or demographically targeted campaigns far more manageable.

MOBILE APPLICATION

ABM CRM mobile application allows users to access customer information when needed.

This gives staff access to critical customer information on the job including contacts, activities and opportunities.



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