

# Customer Relationship Management (CRM)

Integrated into your Apprise® ERP database, the CRM module connects your support, sales and marketing efforts with real-time, 360° client lifecycle visibility that helps you nurture loyal customers, enable better service and generate more sales opportunities.

## The Challenge

Quick and easy access to all communication and sales history is key when assisting current customers and marketing to prospects. Third-party CRM applications often present disconnects between your contact records and ERP data. This fragmented information limits your client and prospect visibility and can hold your team back from taking advantage of important opportunities. You'd like to connect your teams with real-time lifecycle information for each contact, so your teams can work together to identify client needs, optimise marketing campaigns and exceed sales goals.

## The Solution

Give your Sales, Support and Marketing teams the real-time insights they need to service customers, enhance marketing campaigns and improve sales with Apprise® CRM. Fully integrated with your Apprise ERP database, CRM allows your teams to efficiently manage tasks and communications, track quality prospects, pinpoint key sales opportunities, launch and measure marketing campaigns, and place orders – always using real-time data.

This real-time visibility enables a higher level of accuracy and reduces the likelihood of errors. Taking the integration one step further, our CRM also interfaces with your email provider, so your team can set up reminders and follow-up notifications that tie into their existing email calendars.

With Apprise CRM, you can keep your support, sales and marketing teams connected to current and prospective customers, while offering better service and creating more sales opportunities.

## Positioned to help you achieve more

With our focus on ERP and SCM solutions for manufacturers, importers and distributors of consumer products, our team understands the unique challenges of your business.

Specialised vertical, or industry-specific software like ours requires less customisation, resulting in a faster ROI and a less expensive implementation.

Our fully-integrated solution reduces the need for separate bolt-on systems, resulting in keeping costs down, better data security & reporting, and complete supply chain visibility.

With offices in the U.S., Europe, Asia and Australia, we do business where you do business—with support available 24 hours.

## Features

- > Keep all your contact information in one place, including financials, order history, previous communications and service tasks
- > Deploy marketing campaigns; create and define all related project tasks
- > Launch email communications directly from CRM; quickly identify key targets with advanced filtering tools – using real-time sales data
- > Easily integrate CRM with your email calendar to receive notifications and reminders
- > Mail merge capability – easily send direct mailers to your targeted audience
- > Set goals and track 'prospect to customer' conversions
- > Convert prospects to clients with just one click
- > Quickly place orders and create new customer quotes
- > Enable pricing deals for select customers by attaching special price books to campaigns
- > Export capability – export past or present tasks and events related to a customer or campaign
- > Security controls allow you to determine user view and access capabilities

## Benefits

- > A single, company-wide profile for each customer keeps your whole team on the same page
- > Quick conversion of prospects to customers means you have their complete history in one place, reducing the need for data re-entry
- > Filtering tools allow you to optimise marketing campaigns by selecting recipients based on your own defined factors
- > Email integration with reminders helps with project management organisation
- > Track project status by exporting a list of all completed or incomplete tasks
- > Mail merge capability- automated mailer setup helps you save time and reduce errors
- > Ability to add special pricing gives you greater flexibility over which customers receive deals

## Making your supply chain better, so you can run a better business

Apprise is focused on solving the unique supply chain challenges of consumer goods manufacturers, importers and distributors. With industry-specific ERP software and a global team that understands your business, helping our clients achieve more is what we do best.

For more information, visit us at [apprise.com.au](http://apprise.com.au) or email us at [marketing-australia@apprise.com](mailto:marketing-australia@apprise.com).



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