



What is Customer Relationship Management (CRM)?

Today, consumers are able to research and share information in seconds. As a result, your customers are your brand's spokespeople, because the information they disclose online influences potential buyers of your products and services.

Customer Relationship Management (CRM) software helps you to increase customer lifetime value. Tracking the interactions you have with existing and potential customers gives you a 360° view allowing you to personalise future interactions.

What exactly is a "360 degree view of the customer"?

A 360 degree view means a complete view of your customer's history: past and present. This helps you by providing context when interacting with them in the future.

Your customer's history is more than just a database. It tells you how they interact with your business, the marketing they find engaging, the products they've bought or enquired about, and how pleased they are with your services.

Our Clients

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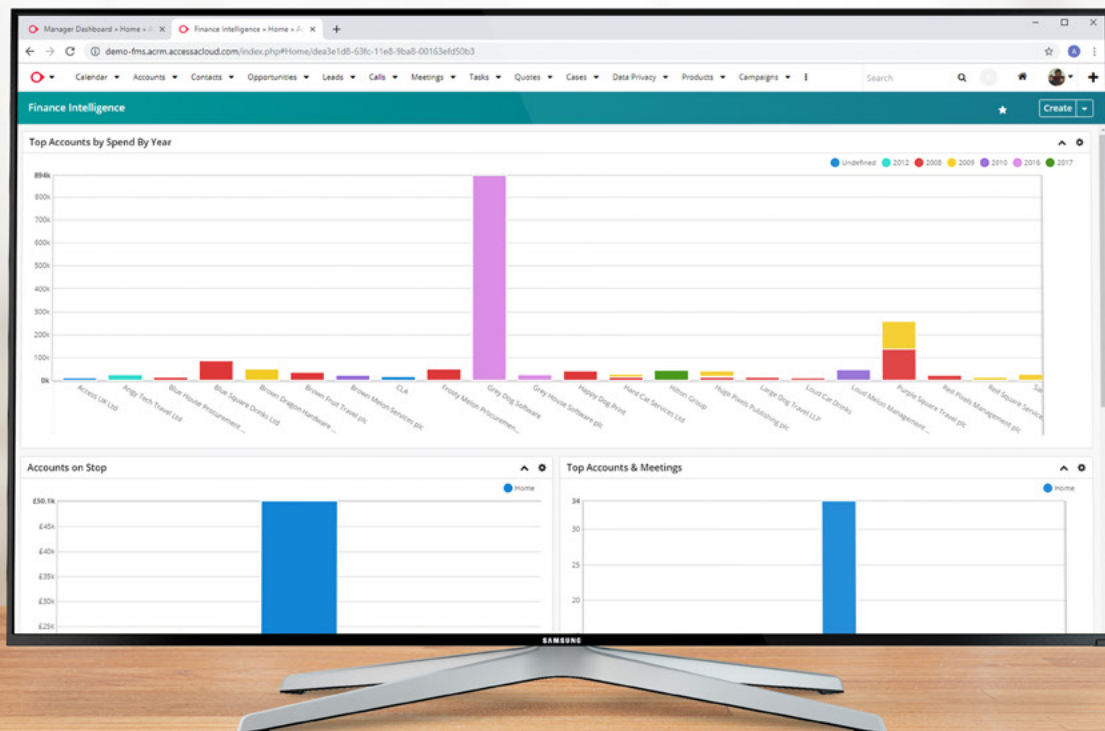
5 signs your business needs CRM:

- Your churn rate is above industry norms
- Your marketing campaigns have poor response rates
- Your sales cycle is slowed by manual processes
- Your sales forecasts are inaccurate
- Staff can't access and update information away from the office

"Access CRM lets us manage growth without adding cost. We have avoided the need to increase the size of the team and can focus on the things that add value to our business."

Alison Drake

Finance Director, 2CV



How CRM increases customer value

Delight customers with relevant offers

- Tailor your offer to each customer with an understanding of their individual requirements
- Uncover cross-sell opportunities by combining insights into customer interactions with a view of their purchase history

Lower your operating costs

- Reduce administrative costs by syncing information entered by your customer-facing staff to your back office system
- Lower support costs with a self-service portal which lets customers log support requests, look up FAQs and download support documents

Discover new insights

- Accurately forecast the future value of your customer base and set targets
- Learn how customers respond to your marketing to ensure your campaigns deliver the best ROI

Find out how Access CRM helps you increase customer value with targeted, timely and personalised interactions.



The Access Group has been recognised in The Sunday Times Tech Track 100 in 2019 and is a leading provider of business software to mid-sized UK organisations. It helps more than 35,000 customers across commercial and not-for-profit sectors become more productive and efficient. Its innovative Access Workspace cloud platform transforms the way business software is used, giving every employee the freedom to do more.

Founded in 1989, The Access Group has an enterprise valuation of over £1 billion and employs more than 2,600 staff.

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For further information about Access CRM