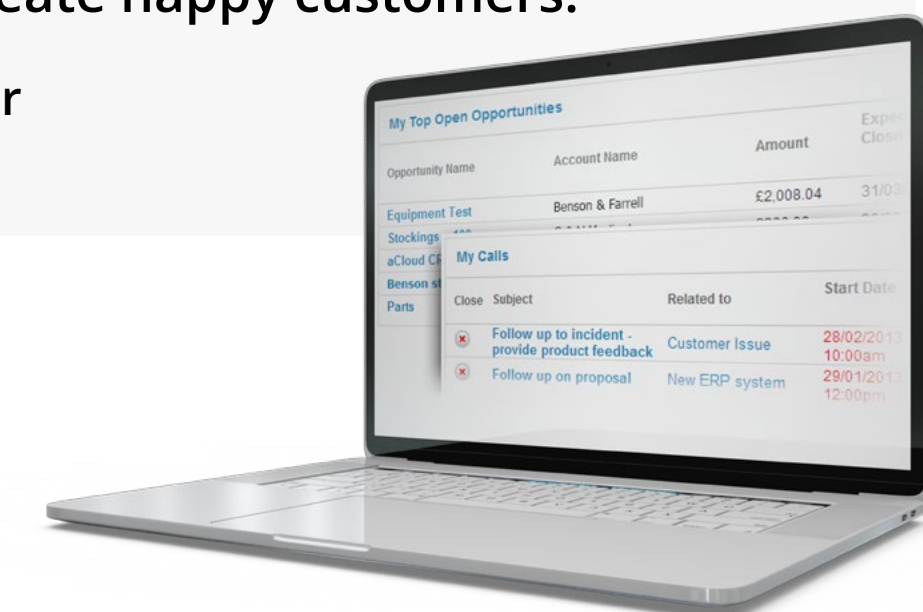# Access CRM for customer service

Use a CRM system that works for you, not the other way around

Empower your entire support organisation by giving them powerful customer information right at their fingertips: add the tools to respond quickly and professionally to enquiries, and you'll have a one-stop-solution to help you build loyal and happy customers.

"Access CRM has revolutionised the way we manage our customer service processes. Using self-service, our customers are able to find answers to common questions and we've automated many of our manual tasks, freeing us up to deal with the bigger issues. Having access to complete customer histories allows us to swiftly solve problems, helping us create happy customers."

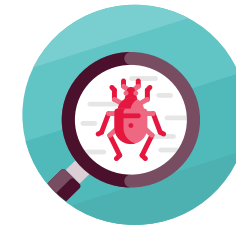**Customer Services Director**
Retail Business

Key benefits

Complete customer history

Have a complete 360-degree overview of all customer activity across your organisation, from first contact through to service history. Learn their habits, needs and any issues they have, and use this information to learn how to address your customers requests, speedily and quickly.

Resolve issues and track bugs

Track cases over time, from when they first arose through to resolution. Resolve issues and track bugs over their lifecycle. Use Access CRM to create a feedback loop between support, sales and your product teams, ensuring everyone in the process is kept informed.

Know what your customers are saying about you

Keep up with conversations your customers are having about you across social channels and respond from within Access CRM itself. Stay up to date with key issues across your customer base and react quickly, solving the issue before it escalates. Gain real customer insight across your organisation.

Empower your customers with self-service

Let your customers answer their own questions by giving them direct access to your knowledge base; find answers to commonly asked questions, solutions to known problems and download support documents. A simple portal gives customers a direct contact with you, allowing them to post questions and track progress of support queries.

Automate your processes and alerts

React faster and reduce your workload by automating your processes. Address important issues proactively, prioritise and channel customer requests to the right representative. Reduce admin so support staff can concentrate on looking after customers.

Customer satisfaction

Use Access CRM reporting tools and dashboards to track and measure your customer support performance. Identify bottlenecks, measure timelines, improve your customers' service and ultimately increase their satisfaction.

Top features

Key features that make Access CRM the best choice for your company:

Integration with your product catalogue: Access CRM includes extensive integration to the stock information held in your finance system. Simply drill down for detailed product data without leaving the CRM environment.

- ⊘ Quote in multi-currency
- ⊘ Validity periods
- ⊘ View quantities, product descriptions & pricing

Role and Team-based CRM: Access CRM knows exactly who you are, delivering a personalised user experience every time you log in.

- ⊘ Pre-defined home page, supporting different roles for ease of us
- ⊘ Dashboards straight-from the box including: open cases, open bugs, accounts
- ⊘ My Favourites allow easy monitoring of relevant accounts, contacts, opportunities or other CRM records that are important to track

Social CRM: Access CRM includes pre-built integrations to the most popular collaboration and social media applications. From Twitter, LinkedIn and Facebook connectivity to more advanced features such as GoToMeeting and Webex integrations.

Top features

Intuitive customer management:

- ⊘ Monitor the effectiveness of case responses
- ⊘ Rank cases based on importance of account and severity of problem
- ⊘ Case reports can be used to measure open cases by time period, priority or entitlement

Track and share email communications in Access CRM:

Create CRM contacts, opportunities, leads and cases directly from email messages

Build up a complete view of the correspondence with your customers to improve the customer experience

Integration with Outlook email: MS Outlook is still the correspondence tool of choice for business, so Access CRM offers tight integration for convenience and ease of use.

- ⊘ Track and share email communications in Access CRM
- ⊘ Create CRM contacts, opportunities, leads and cases directly from email messages
- ⊘ Build up a complete view of the correspondence with your customers and prospects to improve the customer experience

Take control of your customer and prospect data

Take control of your customer and prospect data

Access CRM empowers your sales, marketing and support staff to own and manage their pipeline, determine which marketing campaigns generate the best ROI, and put the customer back into CRM.

Intuitive and easy to use, staff can start using Access CRM straight away. Best of all, Access CRM is delivered through Access Workspace, easily integrating your existing Access products and giving you clear visibility of performance and insights from multiple areas all via a single sign on.

Watch a short video for more information on Access CRM for Customer services

For further information about Access CRM