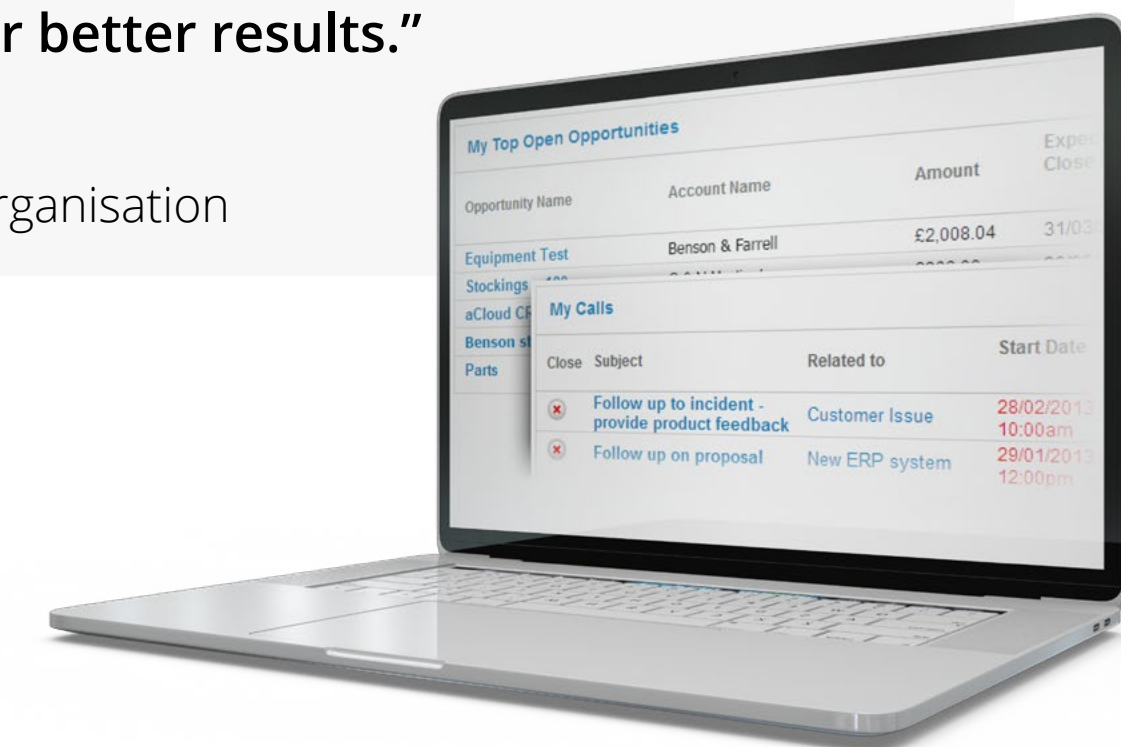access CRM

Access CRM for marketing

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

Gain insight into your customers and prospects to track and deliver successful, powerful and data-driven marketing campaigns. Automate, refine and prove marketing value with Access CRM.

"We use Access CRM to track and measure the metrics of our campaigns. It's important for us to be able to show that our campaigns are working and are cost effective. Using Access CRM, we can track customer activity from first contact through to close, constantly learning which messages are most effective and tailoring future campaigns to deliver better results."

Marketing Director
Professional Services Organisation

Key benefits

Work smarter and not harder

As your company evolves and grows, you need to make smarter and more targeted marketing decisions - but to do this you need up-to-date information on your customers. Access CRM not only collects information on your customers but also tracks and measures campaign results, giving you all the insight needed to create compelling marketing campaigns designed to drive business.

Smart marketing

Access CRM collects key data on your customers and builds up a detailed picture of their habits, tastes and needs. Identify your most promising prospects, and target them with marketing messages and compelling offers. Measure and track online and offline campaigns, discover the most successful messages and the best sending times, and use these to improve your conversion rates.

Know who your customers are

Gain insight into who is responsive towards your messaging and who is buying your products; learn about them from conversations with sales and support, and through social media. Use this information to send messages they're most interested in. Simultaneously reduce the noise and improve your conversions, building a loyal and enthusiastic customer base.

Measure, measure, measure

Every marketer knows that future success relies on being able to track and measure the effectiveness of campaign activity. Access CRM collects metrics on all your campaigns, providing easy analysis of open rates, click-throughs and bounces, and by linking up with your sales and product information you can find out the return on investment on all campaigns.

Close the loop - for good

View sales and support information to get a complete 360 view of the customer lifecycle from first contact - through to their contact with your service teams. Use this information to perfect your marketing.

Automate the process

Use triggers and build workflows to automate tasks and be alerted when something important happens. Automate your regular tasks and reduce the amount of admin you do – have more time to focus on campaign creation.

Top features

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

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 use
- Dashboards straight-from-the-box including: sales pipeline, lead source, monthly pipeline by outcome, opportunities by lead source
- 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 marketing analytics:

- ✓ Track open rates, click-through rates and conversions
- ✓ Understand which channels are more profitable
- ✓ Replicate successful campaigns in a few simple steps
- ✓ Add favourites and monitor in real time

Closed-loop reporting: Don't just look at leads, look at the bottom line. Access CRM allows marketeers to become truly effective by showing which activities add business value. For example, the success of a campaign can be measured by the amount of pipeline revenue an activity has generated, rather than simply how many leads.

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 Marketing

For further information about Access CRM