

Unify your voice; personalise your approach



Typically considered a tool for Marketing and Sales, a CRM has value far beyond the sales process. By connecting and centralising customer information, your CRM gives everyone a single view of the customer. This means that those who interact with customers after closing a sale continue to approach interactions in a personal way.

Who else benefits?

Customer Services – Access to a complete customer history allows support staff to resolve enquiries with a better understanding of their context. With relevant information on hand, the speed and quality of responses to your customers improve.

Product Managers – Enable product experts to assist Sales and Customer Services in real-time within the CRM. By recording customer queries, your CRM highlights what customers want from your offering, ensuring that supply is matched with demand.

Finance – By syncing to your financial management system, your CRM prevents Finance teams wasting time re-entering data. Bill customers quickly and accurately by having better insight into the payment terms.

4 reasons to break down departmental silos with CRM

1. One view of the customer + greater cross-team collaboration = happy customers
2. Expertise is widely shared, improving product knowledge across your organisation
3. Save time by connecting workflows between departments
4. Greater transparency means teams and individuals can take ownership of important tasks

“Access aCloud 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

OUR CLIENTS

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