

Get to know your clients. Win more business.

Segment and analyse ▶

Maximise opportunities ▶

Manage accounts ▶

Automate communications ▶

Track information ▶



Enhance your sales, marketing and customer service processes. A7CRM delivers a fast, flexible, and affordable solution.



A7CRM is a fully integrated Customer Relationship Manager (CRM) system based on Microsoft Dynamics CRM. A7CRM enables you to easily create and maintain a clear view of customers from first contact through purchase and post-sales.

Why you need A7CRM

An effective customer relationship management system enables you to fully realise and map the true value of your clients as company assets. By tracking the contact you have with your clients, capturing important client information, and mapping the interconnections they have with your business, you can cultivate and develop relationships that will improve your sales results.

A7CRM manages all your client information and helps with your vital business processes:

Marketing

With A7CRM, your marketing professionals can leverage tools for:

- Customer segmentation
- Campaign planning
- Data extraction and cleansing
- Analytics and reporting
- Collaboration tools
- Information sharing portals

Segment customers and have a more informed marketing strategy.

Sales

A7CRM provides:

- Opportunity management
- Territory management
- Forecasting analytics
- Offline/mobile device access
- Quick access to products, pricing and quotes

Access real-time data, identify cross-sell and up-sell opportunities, and close more deals, faster.

Customer Service

A7CRM provides functionality for:

- Account/contact management
- Case management
- Product management
- Knowledge-base management
- Service scheduling
- Workflows across teams and groups
- Service reporting and analytics

Provide more value to customers by anticipating, addressing and delivering consistent, efficient customer care.

Measure Improvement

A7CRM helps you drive consistent and measurable improvement in everyday business processes.

Works the way you do

A7CRM has a streamlined user interface, wizard-based tools, and close integration with Microsoft Office applications. Your people can get started quickly by working in a familiar Microsoft Office Outlook interface - managing customer relationships without having to learn a new application. It can be deployed immediately at a low cost.

The look-and-feel can be customised so you can achieve the best possible fit for your business, and you can organise the information to suit you and your business.

With the ability to manage daily priorities and powerful search options, this business tool provides anywhere, anytime, anyhow access.

