



Benefits of Customer Relationship Management Software (CRM)

Better client relationships. The more you know, and remember, about clients (or customers) the more your clients know you care about them. This enables you to forge a much stronger connection and a deeper relationship with your clients.



Improved ability to cross-sell. The more you know about your clients' needs and wants the better able you are to provide the solution to their next problem.

Increased team collaboration. Well implemented CRM projects facilitate collaboration between top management, owners and all employees.

Improved efficiency in serving clients. Clients do not have to repeat their demands when multiple employees deal with them.

Greater staff satisfaction. The more knowledge your employees have the more empowered and engaged they are. Having an accurate and up-to-date CRM that everyone uses and has access to helps employees solve client problems. Doing so makes employees and clients happy.

Increased revenue and profitability. Once everyone learns, and uses, the CRM productivity increases, sales cycles decrease, you have the ability to provide additional products and services to clients and client satisfaction increases.

Cost savings. Delighting customers results while keeping employees happy results in cost savings in many areas. Members of the sales team are able to better schedule meetings with prospects in the same geographic area. Client-service reps are better able to resolve a client's concern. You now have a central client and prospect database that everyone can access rather than everyone keeping a separate spreadsheet or contact database on their computer.

Less client attrition. When a client is engaged with only one member of a professional services firm, the risk of attrition is 40%. When five or more partners are involved in a client relationship, the risk of attrition falls to less than 5%.

Contact :

Mr. Khawar Nehal

Email : khawar@atrc.net.pk

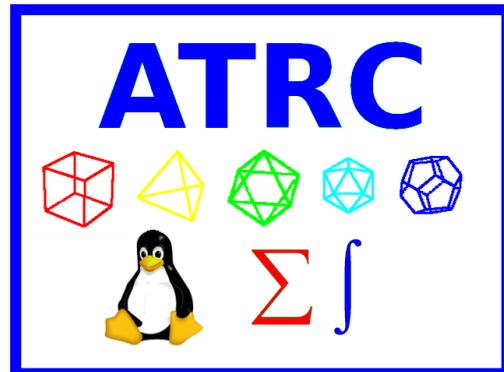
Mobile :

Ufone : +92 331 2036 422

Telenor : +92 343 2702 932

Zong : +92 316 0297 564

Warid/Mobilink/Jazz : +92 309 2604 780



khawar.nehal



<http://atrc.net.pk/contact/contact.html>

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