

# Integrated Market Position™

## CRM Systems

### Customer relationship management

Customer Relationship Management (CRM) is all about developing a strong and lasting relationship with your customers. This requires a proper coordination between the sales, marketing and support efforts—all working towards one common goal of satisfying customers.

**CRM** gives you these tools to manage, measure and improve customer satisfaction while ensuring your business moves to a whole **new level of success**.

### IMP CRM™ Benefits

- **Automate** and accelerate **lead management** process.
- Track opportunities accurately and **close more deals** in less time.
- Utilize the customer data for future **cross-selling** opportunities.
- Analyze and **eliminate bottlenecks** in the sales process.
- Focus on customer life-cycle to attract and **retain customers**.
- Customize Sales process for B2B and B2C business scenarios.



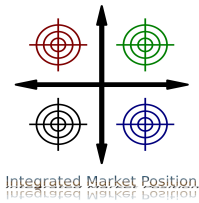
Customer relationship management (CRM) is a term applied to processes implemented by a company to handle its contact with its customers. CRM software is used to support these processes, storing information on current and prospective customers. Information in the system can be accessed and entered by employees in different departments, such as sales, marketing, customer service, training, professional development, performance management, human resource development, and compensation. Details on any customer contacts can also be stored in the system. The rationale behind

this approach is to improve services provided directly to customers and to use the information in the system for targeted marketing

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Web : <http://atrc.net.pk/imp> 92-21-38180991, 92-333-248-6216

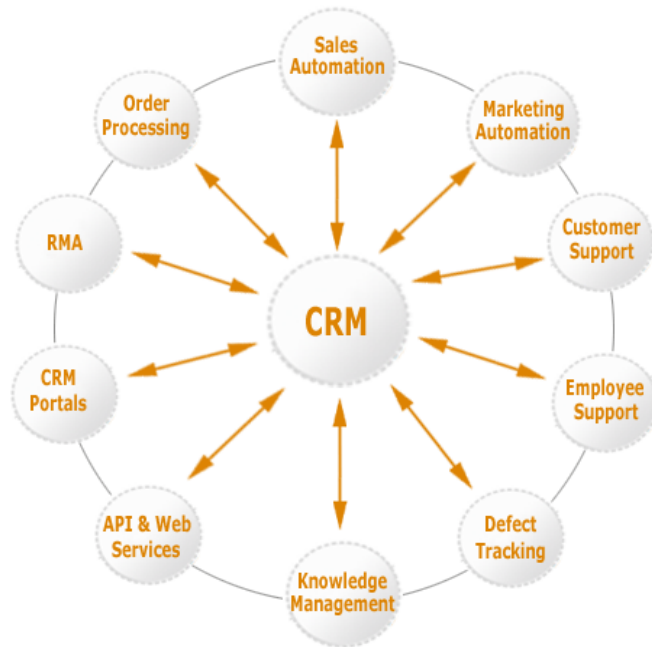
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# Integrated Market Position™

You concentrate on your core business and we'll do everything to drive high levels of CRM adoption. Acting as an extension of your organization, we make using the CRM easy and enjoyable for you and your staff.

A successful CRM strategy requires a holistic approach. IMP™ along with the investors shall strive fully to provide the appropriate motivations for your employees to learn, provide input, and take full advantage of the information systems.



IMP's Managed Services provide its CRM customers with world-class CRM Support expertise and CRM Help Desk services. As part of its CRM Managed Services program, IMP provides managed support from which includes but is not limited to power systems, servers, software, training, support, help desk, system administration, platform administration, backups, disaster recovery, strategy development, and system configuration.

Our company is dedicated to ensuring that your CRM system and all of its users are well managed continuously. Whether it be a server issue, a custom code issue, a CRM software issue, a database issue, a users computer issue, or a user training issue, our support services are comprehensive and cover all of your CRM support needs.

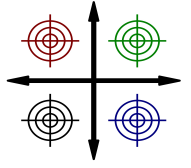
IMP™ specializes in CRM consulting, development, managed services, and systems integration. From small modifications to large enterprise engagements, we have the expertise to provide the right team for any CRM project.

We have developed proven, structured approaches that are recognized in the industry as best practices. Our approaches are driven by business needs, creating strong business and IT partnerships, and clarifying the many complex business challenges companies face to be successful.

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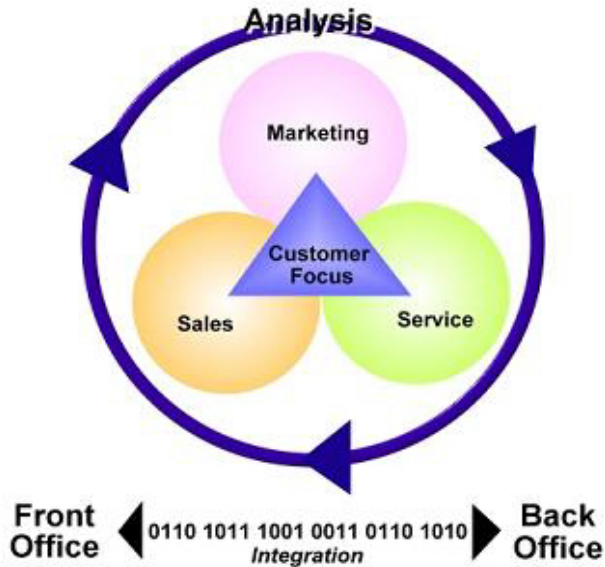
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With a strong focus on adoption from start to finish, IMP™ brings certainty to results by blending its deep technical expertise in the CRM arena and its understanding of systems, data, business processes and organizations. IMP™ delivers results-orientated solutions, and approaches every engagement with a commitment to basic business fundamentals and delivering a realistic strategy for achieving your desired results.