



BUSINESS SOLUTIONS

# Customer Relationship Management

Maybe it's time you discovered the best new secret in customer database management. Legrand CRM is the ideal customer database management solution, designed to be a system that is powerful, functional and affordable. Best of all, implementation time is short and ease of use is high.

If you are determined to grow your customer base, strengthen your customer relationships and actively manage your sales team then you need to look at Legrand CRM. You will not find another system that is as practical and effective.

With Legrand CRM it has never been easier to ensure your organisation is fully customer-focused: information is easily shared, opportunities are easily tracked, activities are easily planned, mailing lists and contact groupings are easily created.

Optional modules are available to manage Customer Service Issues, track serial numbers and warranties, track service contract expiries, manage memberships or subscriptions, and create extensive reporting functionality.

## Key features

The Legrand Customer Relationship Management system manages all aspects of your business relationships in one central repository. It's the most powerful, easy-to-use customer management solution designed for small and up to large enterprise businesses.

### Total contact management

Legrand CRM offers a complete way to keep track of all your business contacts' and companies' details in one place. Every single dealing by every member of staff is recorded and lets you gain a complete "360 Degree" view of each customer.

### Group calendars and information sharing

Assign and manage task as well as share calendars easily throughout an organization. Complete synchronization with Microsoft Outlook.

### Manage sales, manage salespeople, get results

Legrand CRM Sales Management lets you stay on top of even the most complex sales. Manage forecasts, sales pipelines and keep track of the entire sales process.

### Integration with Outlook

Legrand CRM offers a number of ways to share data in Microsoft Outlook throughout your organization. E-mails to and from customers can simply and easily become part of that customers history.





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### Simple, easy to use ways to keep track of a growing business

One thing every growing business needs are reliable figures on what's going on in the organisation. The information provided by accounting systems only provides part of the story. Legrand CRM provides a quick way for managers to gauge the performance of staff and their business.

### The secret to direct marketing: know your customers, give them what they want

Legrand CRM Marketing lets you use what you know about your customers to target them using personalised marketing to increase their interest and the likelihood of a sale. Easy to use reporting lets you work out what marketing spending works for you and what doesn't.

### Web capture

Nearly every company has a website, but very few have an easy way to respond to visitors questions and inquires. Legrand CRM captures inquires directly from your website and turns them into sales leads, products inquires or even customer service jobs.

### Multiple ways to share your information remotely

Legrand CRM offers a number of ways to remotely access data to suit road warriors, remote offices or even those needing web only access.

### HTML E-mail, Mail and Fax Merge

Increase your chance of sales success with personalised HTML e-mails, mailouts and faxes. Not just name and address, but grab your customer's attention with targeted marketing based on their buying preferences and purchase history.

### Security

Comprehensive security settings control which users can modify records and how they can modify them.

## Optional modules

### Customer Service Module

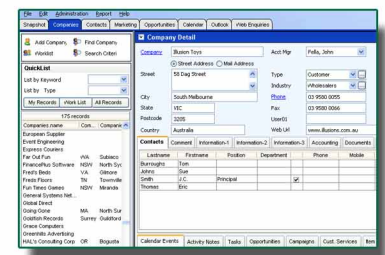
Track customer service from initial contact through resolution with this practical and inexpensive solution for managing and measuring issues.

### Item Tracking Module

Turn past sales information into targeted marketing and sales opportunities. This module helps you leverage the information in your customer database, tracking physical or service "items" that you sell to customers.

### LeReports

The module provides the world's finest customer management software with a world class reporting system, benefiting your business in a variety of ways. The management and accessing of information is fast and easy. Businesses using Legrand CRM report module are able to quickly measure productivity and make decisions efficiently and in a timely manner, and includes a wide range of data filters enabling users to select only the data they want to be included in the report.



**Please enquire with your solution provider for further information on ABM's Customer Relationship Management solution.**