



Customer Relationship Management (CRM)

K8 CRM: Customer Relationship Management tools to enhance communication and proactively improve sales

○ The integrated Customer Relationship Management (CRM) solution

K8 CRM from Kerridge Commercial Systems allows businesses to significantly improve customer service, enhance in-house communication and share key data about customers, prospects and suppliers. Vital customer and contact information is stored in one place, increasing productivity and helping to boost sales.

○ Communication tools at the click of a button

'Joined-up' communication is available organisation-wide with K8 CRM. Departments are unified and efficiency is ensured. Easy access to accurate customer and contact information across the company improves customer service. Data analysis means that proactive marketing can take place.

○ Centralised information which is easy to share

Knowledge-share made easy: record and access essential current and historic information on customers and key contacts all from one central point. The advanced tools offered by K8 CRM make it simple to detail and communicate quotes, orders, events, opportunities, campaigns and performance measurement. The data is held securely with the company and not with an individual. K8 CRM also has the capability to attach 3rd party documents and images.

Highlights:

- Improve communication and share knowledge
- Generate more opportunities and maximise them
- Monitor performance and improve productivity
- Secure company data in-house and not with an individual.
- Proactively direct marketing and improve sales
- Get a 360^o view of the customer

○ A 360° view of the customer

K8 CRM allows a company to take a 360° view of the customer through the analysis of historical data. Customer communication from sales calls, letters, emails, quotes, sales and complaints are quick to access company-wide. This allows companies to improve service at each stage of the customer experience and to streamline processes.



○ Prompts the user of follow-up activities

Productivity is easily enhanced and opportunities therefore maximised with automated prompts which remind the user of follow-up activities. Quotes, sales, events and any other potential customer communications opportunities are never missed by using K8 CRM prompts.

○ Integrated mailshot function

Mailshots are no longer labour-intensive thanks to K8 CRM's integrated mailshot function. Regular mailshot by email, SMS or letter to the widest of company databases is now easy and accurate.

○ Campaign Manager

K8 CRM also acts as a Campaign Manager, enabling proactive campaigns and allowing managers to record and monitor performance against cost.

○ Diary and activity management functions

Not just a relationship manager, K8 CRM also has integrated diary and activity management functions. Far more than just a data bank, this software solution manages diary activities, over-views customer meetings events and tasks to further enhance customer service.

○ K8 introduces mobile CRM

K8 from Kerridge Commercial Systems allows for mobile CRM via 3G, GRPS and Wireless enabled devices. All of these comprehensive and advanced CRM features are available on a range mobile devices, so Customer Relationship Management is leveraged at all times no matter what the location.

K8 CRM allows companies to:

- Be the best – customer service that beats the competition
- Harness knowledge – vital information that is easy to record and access
- Practice joined-up communication – information sharing across the company
- Analyse data – who is the average customer? Why are certain contacts key to the business?
- Save time, minimise mistakes – centralised data available at the click of a button and no cross- department errors

