

Allied CRM Tools

Improving the Value of Customer Relationships is central to every business.

How do you quantify, analyze and improve the value of each customer? Making customer facing processes like marketing, sales, and customer service more efficient and ultimately more productive is the essence of an effective **Allied Customer Relationship Management (CRM)** solution. CRM technology broadens all customer “touch-points,” connecting the individual marketer, salesperson, or customer service representative to the customer and into a broad information gathering and dissemination mechanism within the company. Used effectively, CRM will enable you to enter new markets efficiently, build customer loyalty and build customer value over time. **Additional benefits of Allied CRM through third-party partners include:**



Increased Sales Success

**Efficient, Consistent
Customer Service**

Powerful Integration

Work from Outlook

Share Information

Easy-to-Use

Custom and Scalable

**Informed, Agile
Decision Making**

- Shorten the sales cycle and close rates with leads and opportunity management, automated sales processes, quote creation, and order management.
- A shared knowledge base and automated routing and queuing make it easy to serve customers efficiently.
- Integrate with Microsoft Office®, Microsoft Dynamics® ERP applications and other business systems.
- Access full sales functionality online or offline through Microsoft Outlook®, or work online from any location using a Web browser.
- Tightly integrated Sales and Customer Service modules let employees view, update and share information across teams and departments.
- Designed for ease of use, Microsoft Dynamics® CRM ensures that your sales team will get started fast, with little training.
- Configure user interfaces and workflow processes, customize the solution to fit your business, and scale the installation to meet changing needs.
- Comprehensive reports let you forecast sales, measure business activity and performance, evaluate sales and service success, and identify trends, problems, and opportunities.

For over 60 years, **The Allied Group** has partnered with many successful companies and organizations to achieve great results. Many of your colleagues have already chosen **The Allied Group** as their one-stop source to implement marketing and fulfillment programs.

Allied THE **GROUP**

Implementing Marketing & Fulfillment Programs.

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