



**thecrmbusiness**

*Connecting you with your customers*

# Microsoft Dynamics CRM

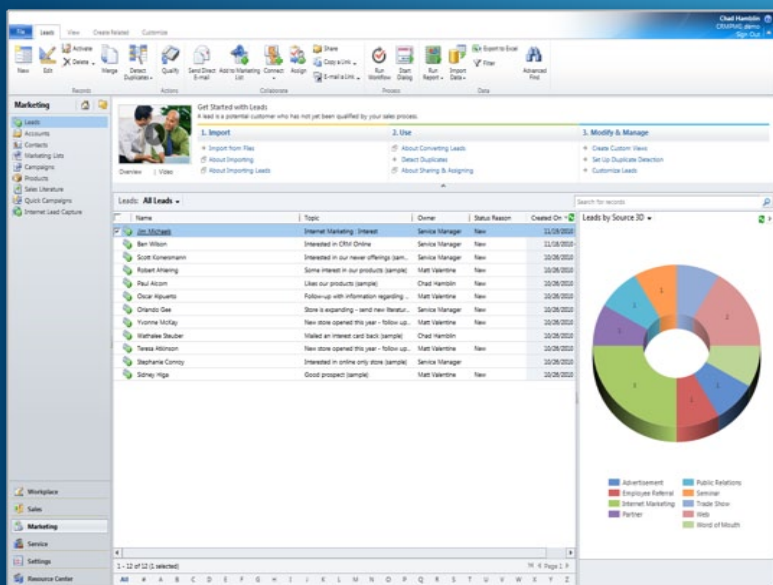
Power your marketing productivity

**Microsoft** Partner

Silver Customer Relationship Management  
Gold Customer Relationship Management

Telephone: 0870 766 9875 [www.thecrmbusiness.com](http://www.thecrmbusiness.com)

Optimise your marketing efforts using the familiar and intelligent marketing capabilities of Microsoft Dynamics® CRM business software. Use flexible segmentation tools, intuitive campaign management features, robust workflows, and insightful analytics to increase the effectiveness of your marketing programs.



Improve lead generation and better visualise key metrics with comprehensive lead management and inline data visualisation capabilities in Microsoft Dynamics CRM.

## Become a Dynamic Business

### Your People: Empower Your Marketers

Provide your marketers with a powerful CRM solution that works the way they do. With a native Microsoft® Outlook® client, embedded Microsoft Office features, and role-based forms, Microsoft Dynamics CRM minimises busy work and gives your marketing staff more time for their core competency—driving effective marketing programs.

### Your Processes: Drive Marketing Efficiency

Automate tasks, ensure consistent follow-up, and enable greater synergy with sales. With powerful workflow capabilities and guided processes, Microsoft Dynamics CRM helps your marketing organisation automate lead distribution, ensure consistent follow-up, simplify approvals, and implement marketing best practices.

### Your Ecosystem: Target the Right Prospects

Target the right prospects and direct more impactful communications and marketing programs. With a 360-degree customer view, powerful segmentation tools, and insightful analytics, Microsoft Dynamics CRM helps you create the right offer for the right audience.

## Familiar: Marketing that is natural and personal

**Native Outlook Experience:** Improve efficiency by centrally managing email messages, appointments, tasks, contacts, and customer information right from within Microsoft Outlook.

**Improved Data Management:** Expedite data import jobs and improve data quality with the easy-to-use Data Import Wizard and embedded data cleansing capabilities.

**Microsoft Office Productivity:** Increase productivity with the many embedded Microsoft Office features such as Excel® export/import, real-time data filtering, and contextual ribbons.

**Pinpoint Segmentation:** Identify high-probability prospects and instantly create targeted marketing lists with powerful segmentation tools and conditional formatting rules.

**Quick Campaigns:** Enable your sales and marketing staff to rapidly create impromptu campaigns by using pre-built campaign templates and the guided Quick Campaign feature.

**Simplified Communications:** Simplify your communications with built-in mail-merge capability, email templates, and one-click conversion of email messages.

## Intelligent: Information that is insightful and actionable

**Campaign Life Cycle Management:** Define and track campaign budgets, tasks, activities, and collateral with holistic campaign management capabilities.

**Intelligent Lead Management:** Seamlessly track lead details across the organisation, zero in on high probability leads, and instantly route them to the most appropriate resource.

**Streamlined Processes:** Simplify lead qualification, budget approvals, and follow-up actions with flexible workflows and guided dialogs.

**Holistic Response Tracking:** Drive closed-loop campaign execution by easily tracking responses and converting email responses to leads or opportunities with just a click.

**Real-Time Insight:** Track key performance indicators (KPIs) and better articulate marketing return on investment with real-time dashboards, pre-built reports, and inline data visualisation.

**Comprehensive Goal Management:** Instantly track key goals like lead generation, lead conversion, and response rates against pre-defined goals for greater insight.

## Connected: Marketing that is integrated and collaborative

**Permission Marketing:** Streamline your permission marketing efforts through automatic tracking of opt-in/opt-out preferences and the Internet Lead Capture feature.

**Insightful Connections:** Uncover new leads, identify influencers, and better understand social trends with the Connections feature and the Social Connector.

**Centralised Document Management:** Fast-track the creation of marketing plans, campaign collateral, and other documents with comprehensive document management capabilities.

**Improved Collaboration:** Foster greater team collaboration and improve campaign relevancy with powerful teaming capabilities and real-time communication tools.

**Seamless Event Management:** Improve the effectiveness of marketing events and easily track attendee data with built-in event management capabilities.

**Mobile Productivity:** Access campaign information, marketing budgets, and other information using any web-enabled mobile device or through the built-in offline capability.



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## About The CRM Business

The CRM Business is a Microsoft Gold-Certified partner with over seven years' experience working exclusively with Microsoft's CRM products. From our offices in Sheffield and Manchester, we work with customers across the UK, from small businesses to large enterprises, delivering both online (hosted) and on-premise Dynamics CRM solutions. Our dedicated team of Microsoft-certified consultants provides tailored training, remote assistance technologies and break-fix support.

### Free 30-day trial of Microsoft Dynamics CRM Online

We are delighted to offer a 30-day free trial, including a remote product demonstration and technical support. With individual logins for up to 20 users you can evaluate the system in your own time and truly understand how it could benefit your business. To sign up, call us on **0870 766 9875** or visit **www.thecrmbusiness.com**

**“We use CRM for planning and scheduling training as well as for managing our sales process. When The CRM Business upgraded our system they took the time to fully understand our requirements and customised it to exactly meet our needs, including creating extensive custom reports. All of The CRM Business consultants, developers and support staff demonstrate impressive knowledge and are a pleasure to work with.”**

**Peter Hitchen** Instep UK

**“The CRM Business are professional, helpful and innovative. They completely project managed our transition to CRM and are always promptly available as and when we need them. They really understand our business and are constantly devising innovative ways to integrate CRM into what we do.”**

**Dave Sargent** Elite Telecom

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