



CRM and ISV Solutions for New Zealand Businesses by Koorb Consulting

In today's marketplace you need to deliver outstanding customer service to ensure that you build a loyal and profitable relationship. This is where the exceptional service of Microsoft Dynamics CRM comes in.

Whether you need to optimise business benefits, streamline processes or deliver outstanding customer service, you can only benefit from the implementation of Microsoft Dynamics CRM, which is simply Customer Relationship Management delivered by Microsoft Dynamics, helping to deliver success to your people and your business. Microsoft Dynamics CRM supports your business and its myriad of valuable customer, supplier and partner relationships.

In today's marketplace you need to deliver outstanding customer service to ensure that you build a loyal and profitable relationship. This is where the exceptional service of Microsoft Dynamics CRM comes in. This implementation presents a simple cost effective solution to the business challenges today and seamlessly closes the gaps in financial systems when considering sales, marketing and customer services processes.

By using Microsoft Dynamics CRM your sales force will drastically reduce their administrative tasks, allowing them to focus on where they can add the greatest value to your organisation, which is sales. Quite simply, the whole sales process can be fully automated to generate tasks, appointments and emails as well as reminding your salespeople which customers need to be followed up and when.

The beauty of this system is that with Microsoft Dynamics CRM 2011 powerful case management module you can easily manage your service incidents all from within the one framework. Your team will see in real-time the success of their efforts and prioritised incidents which require prompt resolution. This means that your sales managers are aware of any issues raised and can formulate their resolution steps prior to attending a sales or account meeting.

Add to this Koorb's ISV Solutions (Independent Software Vendors), solutions which have been developed with partners worldwide and are used to specifically enhance and add value to the current capabilities of Microsoft Dynamics CRM. For example, Scribe which has over 12,000 customers, integrating your application into Microsoft Dynamics CRM and ERP systems. With Scribe you will experience growth in customer retention and reduced effort. Scribe provides you, the customer, with simple, repeatable tools for fast connection and seamless integration.

Another of Koorb's ISV Solutions is ClickDimensions. This is the highly rated, Microsoft certified, email marketing and marketing automation solution. This allows for greater knowledge to be gleaned from your prospects by monitoring their web behaviour. It enables companies to see which visitors found your website from a partner site, who is genuine and it has the ability to allocate leads to a nurture programme.

For more information on these implementations go to www.koorb.co.nz today.