



# DYNAMICS

Helping You Find the Right  
CRM Solution



*Calyx*

# CUSTOMER MANAGEMENT

## Microsoft Dynamics CRM

Microsoft has brought customer relationship management software into a new era with Microsoft Dynamics CRM — a flexible CRM solution that works the way your people do, works the way your business does, and works the way you want it to.

Microsoft Dynamics CRM was designed to integrate tightly with your business systems and processes, no matter how simple or complex, giving you the capability to easily create and maintain a clear view of customers from first contact through purchase and post-sales. With tools to enhance your company's sales, marketing, and customer service processes, Microsoft Dynamics CRM delivers a fast, flexible, and affordable solution.

But to get the most out of your new or existing Microsoft Dynamics CRM, you need the CRM specialists.

As a Microsoft Gold Partner, we are one of the UK's largest and most highly regarded experts in the development, delivery, implementation and support of Microsoft Dynamics CRM solutions.

We have delivered complex CRM solutions to organisations of all sizes and in all business sectors, honing the already powerful and comprehensive features of Microsoft Dynamics CRM into a state-of-the-art and future-proof customer relationship management system, fully integrated into business software applications from Microsoft as well as from other providers.

Whether you run a small, growing business or a large organisation with a high number of customers and large sales and marketing teams, we will ensure that your adoption of Microsoft Dynamics CRM will improve the way in which you manage relationships, reduce your overheads, enhance your flexibility and enable you to deliver improved services to your existing and potential clients.



“We experienced software implementation problems with previous companies. The Calyx approach was refreshing and added value to what we were trying to do. We felt that they understood our business almost as well as we do and this was reflected in the way they approached our implementation.”

# TAILORED SOLUTION

Working in partnership with you, we design, develop and implement a flexible, powerful and easy-to-use CRM solution that meets your existing objectives, yet can be quickly and easily enhanced to meet the changing requirements of a growing business. In addition to ensuring that your employees are fully trained to maximise the benefits of your tailored solution, we also provide full support, including a help-desk staffed by Microsoft certified professionals.

## CRM for Marketing

A clearer view of customers and more informed marketing investments. Segment customer lists into distinct benefit groups and then market to one or more of the identified segments using a workflow-driven model. With Microsoft Dynamics CRM, your marketing professionals can leverage tools for:

- Customer segmentation
- Campaign planning and execution
- Data extraction and cleansing
- Analytics and reporting
- Collaboration tools
- Information sharing portals

## CRM for Sales

Get more leads and close more business. Obtain a complete view of customer data online or offline, with tools that enable your sales professionals to get real-time access to leads, identify cross-sell and up-sell opportunities, and close more deals, faster. Microsoft Dynamics CRM provides:

- Lead & opportunity management
- Account & contact management
- Territory management
- Forecasting & sales analysis
- Offline & mobile device access
- Rapid access to information

## CRM for Customer Service

Provide more value to customers. Respond faster to customer service issues and empower your service organisation to anticipate, address and deliver consistent, efficient customer care that contributes to long-term business profitability. Microsoft Dynamics CRM provides functionality for:

- Account & contact management
- Case & interaction management
- Product & contract management
- Knowledge-base management
- Service scheduling
- Team & group workflow
- Service reporting & analysis

## The Calyx Group:

Calyx is one of the most successful, independent, single source providers of comprehensive and flexible CRM solutions in the UK and Ireland.

Our reputation for excellence has been built over 20 years. Today, with a turnover of £100m and over 500 experienced engineers, support and sales staff throughout the UK and Ireland, Calyx has the breadth of capability and depth of expertise to take care of every aspect of your ICT through its entire lifecycle.

With our unrivalled expertise in Microsoft Dynamics CRM and unmatched experience in the deployment of customised solutions, we ensure that your solution is tailored to your existing business processes, applications and methodologies — and not the other way around!

**“Microsoft CRM was used by most of our users from day one! The first application our employees open in the morning is Outlook and so the fact that our CRM was inside this made acceptance of it simple and easy. Our old CRM system was hard to use and we got very little from it!”**

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