



**CGram Software™**  
Integrated Software for Business

## Customer Relationship Management

Track and manage all your contacts, sales and service opportunities. Multi-channel CRM helps you create more profitable customer relationships.

If you truly understand your customers, you can be truly responsive to their needs. If you're consistent, co-ordinated and knowledgeable in your approach to how you deal with customers – the more likely it is they'll keep coming back. That's just a fact of doing business. At CGram, we know this to be true, that's why Customer Relationship Management (CRM) is a key component of Enterprise and comes as standard with every system we ship.

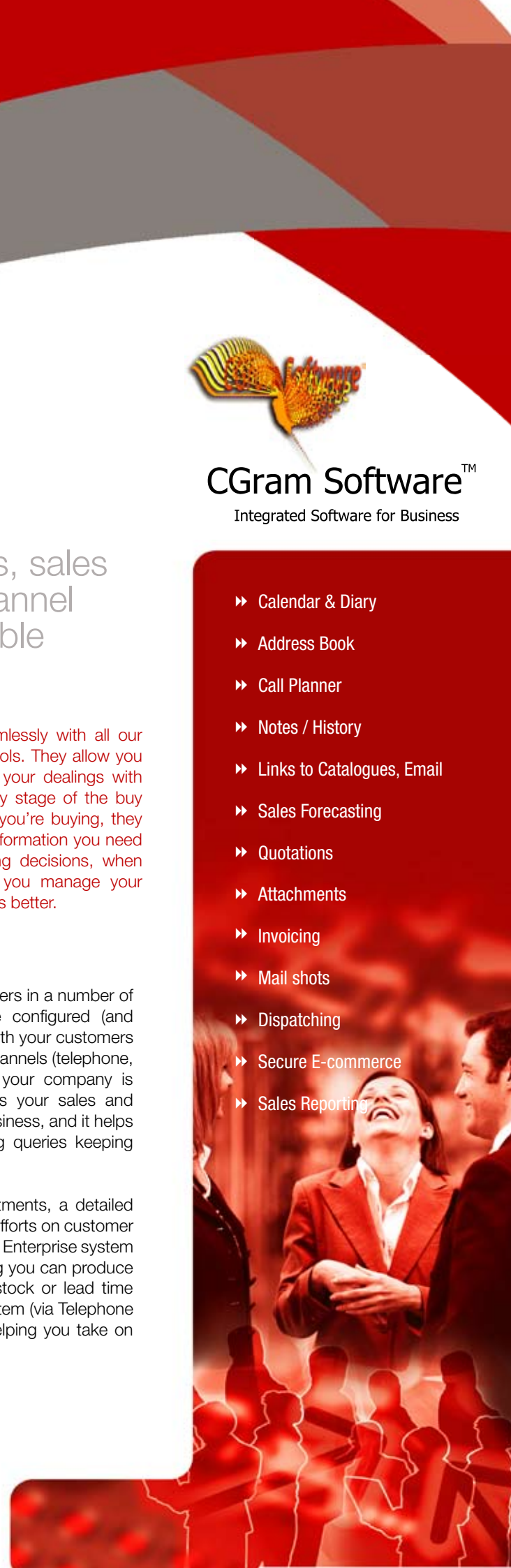
Our CRM tools link seamlessly with all our other sales and supply tools. They allow you view, track and manage your dealings with external contacts at every stage of the buy and supply cycle. When you're buying, they provide you with all the information you need to make good purchasing decisions, when you're selling they help you manage your activities and opportunities better.

**Multi-channel CRM** gives you the ability to communicate with your customers in a number of different ways, and flexible design means that your system can be configured (and re-configured) to really work for you according to how you need to work with your customers at any given point in time. Using one CRM platform able to span several channels (telephone, email and web) means you always have a complete picture of how your company is interacting with your customers – both existing and potential. It helps your sales and marketing team to really understand customer behaviour and win more business, and it helps your service team reduce the administration time involved in answering queries keeping customer satisfaction high.

**Diary and calendar** facilities can be used to make and manage appointments, a detailed address book and a call planner helps your sales people co-ordinate their efforts on customer bids or opportunities. Because the CRM operates as part of your integrated Enterprise system it can also be configured to link to all your parts and catalogues – meaning you can produce accurate and price specific quotations based on the most up to date stock or lead time information. Because it's multi channel, it can also link into your phone system (via Telephone or TAPI integration) website or online shop and e-commerce facilities, helping you take on orders and drive revenue 24 by 7.

- ▶▶ Calendar & Diary
- ▶▶ Address Book
- ▶▶ Call Planner
- ▶▶ Notes / History
- ▶▶ Links to Catalogues, Email
- ▶▶ Sales Forecasting
- ▶▶ Quotations
- ▶▶ Attachments
- ▶▶ Invoicing
- ▶▶ Mail shots
- ▶▶ Dispatching
- ▶▶ Secure E-commerce
- ▶▶ Sales Reporting

Named as Best Business Software for Linux at the UK Linux and Open Source Awards 2005  
Runner Up, Best Mid Range Package Computing Magazine & Accountancy Age 2005



# Enterprise helps you connect the people, process and technology in your company.

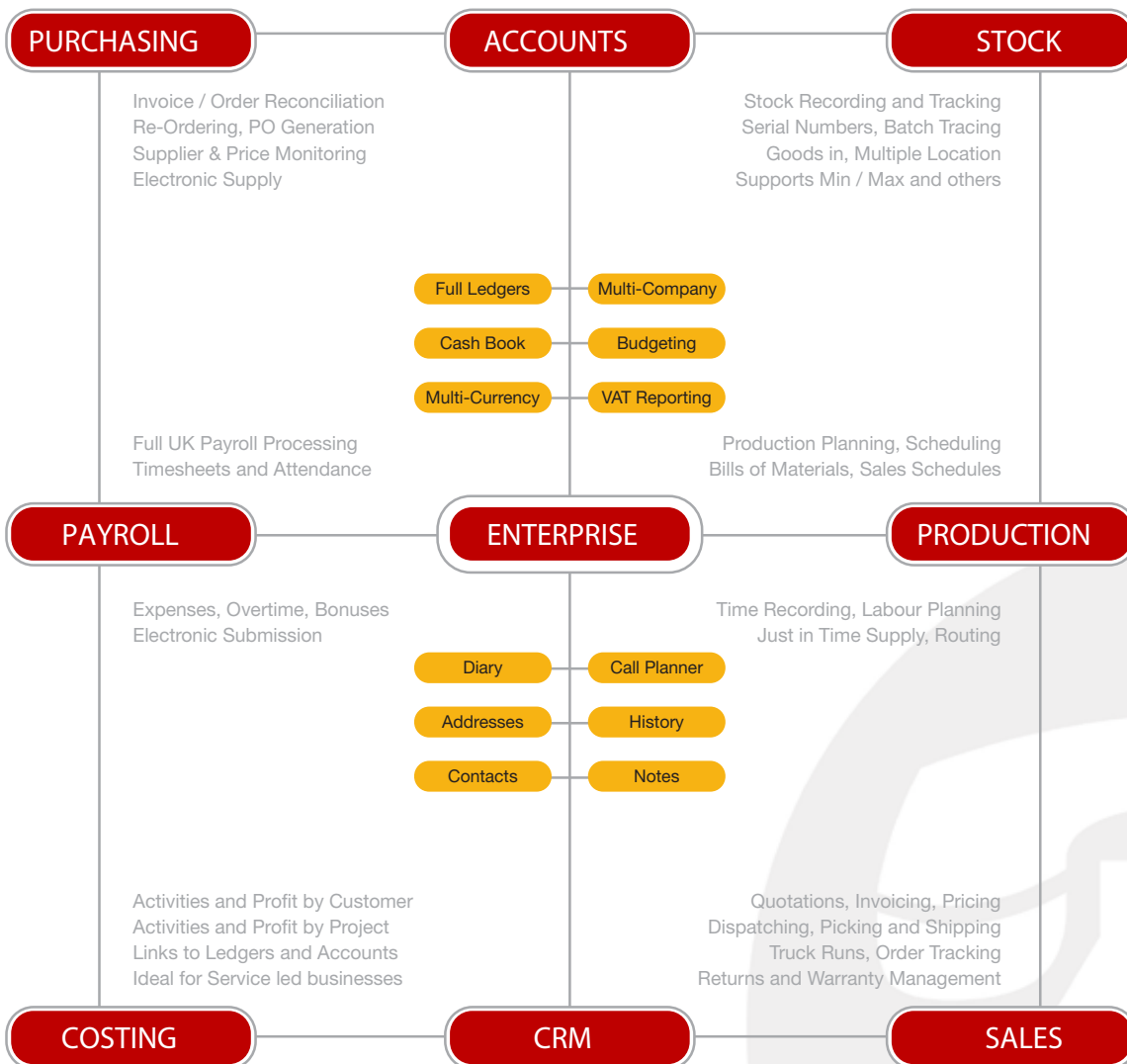


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Produce standard mail shots, newsletters and e-mail merges. Enterprise allows you to communicate effectively with all of your customers (or groups of customers) at the same time. The system stores all the events, communications and conversations you need for each customer contact so you can be confident that you'll always have the most up to date information at hand when you its time to talk.

Sales or on site service personnel can even access and update the system from a customer site or on the move via a laptop and a standard mobile. You can attach important diagrams, quotes, pictures, faxes, documents and presentations to each account or contact. All in all, Enterprise offers you solid CRM that can be used to record, manage and report on all your dealings with the outside world, however complex.



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