



# Know Your Customers . . . and Keep Them

**Would you like to evaluate the future business potential of your existing customers? Would you like to know at which point your customers might choose to contact a competitor?**

**Do you need to historically track your offers and your customer's responses to these offers? In short, would you like to learn as much as possible about your customers and analyze their needs?**

**If you answered "yes" to any of the above questions, it is time to consider a Customer Relationship Management (CRM) system. In addition to providing you with SprinxCRM, we take part in solutions development. We have implemented dozens of projects for customers from different industry branches and have encountered and overcome possible obstacles which can accompany any system implementation.**

## **Business Systems and CRM Systems**

CRM (Customer Relationship Management) systems are business systems aimed at collection, protection and maximum utilization of information about present as well as potential customers. CRM system implementation is one of the best ways a company can keep long-lasting profitable connections with its customers and thus:

- Increase their loyalty
- Foresee their future behavior
- Create offers with the best chance of success

Consistent follow up of customer's needs and demands will substantially improve financial figures such as turnover and profitability. CRM systems also play an important role in business department management. They provide necessary information for individual business department staff members and business teams evaluation. CRM systems improve the quality and efficiency of business department staff, allowing members complete access to up-to-date centralized information at all times.

## **Main advantages of the CRM solution**

- Greater transparency of business processes
- Improved company business activity
- Increased business team productivity
- Improved monitoring and management of individual business cases
- Easy access to business case history
- Track stocks and keep track of history of goods delivered to customers.
- Business information sharing among staff members
- Accurate record keeping, updating and backup
- Better monitoring of business matters
- More precise forecasting of future revenues

**In addition to providing you with Sprinx Systems CRM solutions, we take part in solutions development. We have implemented dozens of projects for customers from different industry branches and have encountered and overcome possible obstacles which accompany any system implementation.**

## **Products**

Our customers can choose from a menu of different CRM solutions, each of which can be expanded by adding marketing and business support modules:

- Sprinx CRM
- Microsoft Dynamics CRM
- SuperOffice CRM
- update.seven
- CRM S3



We would be happy to assist you in choosing the CRM application best suited to you and to your company's needs.

### **Know-How**

Successful CRM system implementation most often entails a significant change in a company's internal processes. With the purchase of new CRM software, all company internal processes will be newly set up as well. We will analyze your CRM needs and ensure that the final implementation – including custom adjustments – represents the best solution for you.

### **Ease of Integration**

Our CRM solutions can be easily integrated into your present in-house systems, thereby fully utilizing all existing data.

### **Customization**

Whenever the nature of your business or marketing activities necessitates that specific functions be included in your CRM solution, we strive to adjust the system to fit your needs.

### **Applications Running**

We offer standard application running support to our customers - ranging from assistance with day-to-day operational matters to full application hosting on our servers.

### **Custom Development**

When the scope of your needs exceeds customizing existing SprinxCRM systems, we can develop exclusive custom-made business systems tailored to your specific needs.

- Development is based on customer requests and needs
- Wide range of applications and software solutions integration
- Project management and labor monitoring applications

## **We offer those additional modules**

### **Sprinx CRM Premium Pack**

This expansion module adds additional features to the CRM application, including work monitoring and Call Center.

### **Sprinx HelpDesk**

This application monitors post-sale demand for repairs, adjustments and service; their processing and case completion.

### **Sprinx CTI Client**

This software integrates a phone switchboard with a client database, making the processing of phone calls faster and more effective.

### **Sprinx CRM Outlook Sync**

This application provides automated synchronization of data between Microsoft Outlook and SprinxCRM.

### **Sprinx MapReport**

Displays results of sales, dealer activities, marketing campaigns costs and many more directly in the map including regional metrics.



## **We do offer following industry solutions**

### **Sprinx CRM Automotive**

Specialized edition of SprinxCRM for car dealers closely integrated with DMS - Dealer Management System.

### **Sprinx CRM Pharma**

Specialized edition of SprinxCRM for the pharmaceutical industry, with implemented business representative management, order monitoring and distribution.

### **Sprinx CRM Call Centre**

This specialized edition of Sprinx CRM helps companies to run customer infolines, and to build a customer Call Center, easily and efficiently.

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