



Establish Profitable, Long-Term Customer Relationships From the Start!

How well do you know your customers? Do your sales professionals always have the right information when they speak with your customers? Do you receive many customer referrals? Are your marketing campaigns as successful as they could be? Do your sales teams work closely with other areas of your business to spot opportunities and pinpoint weaknesses?

SprinxCRM is a powerful tool which will help you to increase customer loyalty and maintain healthy, long-term business relationships by optimizing your use of customer data. Moreover, SprinxCRM makes it possible to forecast customer behaviors, and stay ahead of the trends. Constant monitoring of customer demands, and continual care, are just two ways that SprinxCRM enables improvement of key financial indicators such as turnover, costs and profitability.

Take Advantage of This Powerful, Web-Based CRM

SprinxCRM works within an Internet browser. Therefore access to vital data from any place is easy, even through mobile phones! All changes, modifications (e.g. adding a new SprinxCRM user) can be easily accomplished in the system on your own. The modifications are carried out only at the server, also with remote access.

Maximize Your Business Productivity

SprinxCRM contains all necessary tools to lead marketing campaigns aimed at addressing existing customers, as well as cultivating new customers. For example, SprinxCRM provides sales management with leadership tools such as real-time information about sales results, through concise and complete reports.

Benefits of the SprinxCRM Solution

- Improved productivity of sales teams
- Reduced operating costs
- Improved customer loyalty, retention and advocacy
- More effective customer acquisition
- Increased business process transparency
- Improved organization of business activities, sales and marketing
- Better monitoring of business opportunities
- Easy access to customer history
- Exact entry, updating and archival
- More accurate forecasting of future earnings

Optimize your business activities

SprinxCRM allows a company to effectively monitor its business activities and the service support it provides to existing clients, while also recording the history of communications with clients and business partners.

- SprinxCRM connects transactions with contact data; documentation and defined projects and teams within your company (sales, service, call centers, help-desk, etc.); and, other widely-used office software applications from the Microsoft Office package. In all, the benefits of this interconnectivity are tremendous.
- SprinxCRM makes it possible to record client communication history in its entirety, provide managers with a detailed overview of each salesperson's activities, and measure results for the entire sales department



Know your customers

SprinxCRM enables structured recording of, and systematic work with, the company's contacts. It also ensures secure access to contacts according to the authorization of the user or group of users. You will always have access to the information you need to approach your customers with the right solution.

SprinxCRM makes it possible to interconnect customer contacts with company activities, business campaigns and projects. Moreover, SprinxCRM includes tools for monitoring jurisdictional cohesion (tracking companies and subsidiaries, branches, centers, etc.). With all of these features, SprinxCRM is a critical key for successfully launching any call center of help desk.

Thanks to integration with map solutions such as Google Maps, SprinxCRM greatly simplifies searches for client addresses, proposed routes, etc. Additionally, it is also possible to monitor the history of delivered goods and print the necessary documents with respect to each contact.

Maximize campaign effectiveness

It is easy, fast, and most of all, effective, to create marketing campaigns with SprinxCRM. You can email existing clients and interested parties, monitor their responses, keep contacts up-to-date, copy contacts between campaigns, and carry out mass operations or changes of state, all very easily and effectively. SprinxCRM also makes it possible to address current and potential clients directly, without any intermediaries.

Make more accurate forecasts and more informed decisions

SprinxCRM contains a set of new, synoptic reports that give you insight with a birds-eye view of all aspects of your organization. One of these reports is, for example, a graphic representation of the transaction pipelines, which shows the number of business transactions in each phase. The reports also make it possible to display directly, via a desktop computer, a list of the most recent activities entered into the system. Sales managers, or any other designated members of the sales team can then see all activities in progress. Map reports are also very effective marketing tools, and they provide geographic "portraits" of customer data for each region and city. The outputs serve as important and graphic methods for identifying trends, planning strategies, and creating proposals and presentations.

Manage your documents

SprinxCRM makes it possible to:

- save and handle company documents
- ensure secure access according to the authorization of users or groups of users
- manage access rights such as reading, modifying or erasing documents or their parts
- interconnect documents with company contacts, activities and projects and include, among other things, tools for searching through documents that have already been saved.

Contact us:

Sprinx Systems, LLC
1901 Avenue of the Stars
Suite 1900
Los Angeles, CA 90067
Tel.: 1-888-847-CRM8
Email: sales@sprinxcrm.com
Web: www.sprinxcrm.com

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