



## Top reasons why every SME needs a CRM

1. **Client Management:** To get greater insight on your client base and your target market.
2. **Client Profitability Tracking:** To enable a business to track overall returns from individual clients across multiple opportunities.
3. **Regulatory Compliance:** Automate processes to perform regulatory checks, manage risks and capture required documentation.
4. **Sales Strategy:** To generate valuable intelligence about long-term sales trends and adjust sales strategy and tactics as appropriate.
5. **Customer Service Improvement:** To improve a company's customer service practices, helping employees respond to clients' queries quickly and effectively.

[Affordable Business Solutions](#) offers CRM solutions built on Microsoft Dynamics CRM integrated with ABS Baadal – a suite of industry-vertical business solutions powered by Microsoft Dynamics and SAP Business One ERP platforms.

Do let us know your thoughts and responses at [ABS Linked-In](#).

If you would like to explore how you could leverage ABS Baadal and our business consulting services, please connect with us at [absbaadal@abs.in](mailto:absbaadal@abs.in)

