



What Are the Benefits of Using CRM for Your Business?

CRM or Customer Relationship Management enables you to:

- a) Improve relationship with existing customers
- b) Find new prospective customers
- c) Win back, former customers.

Benefits of using a CRM solution:

- a) Improved customer satisfaction: organize and systematize all customer interaction processes ensuring better services to customers, improved understanding of their issues and receive continuous feedback from your customers.
- b) Increase customer revenues: increase effectiveness of marketing campaigns
- c) Maximize up-selling and cross-selling: interact with customers, capture and analyse their wants, needs, and patterns of purchase.
- d) Better internal communication: Share customer data between different departments enabling you to work as a team and delivering better service to customers.
- e) Optimize marketing: target prospective groups, at the right time, optimize your marketing resources and maximize time spent on profitable customer groups.

[Affordable Business Solutions](#) implements CRM solutions on Microsoft Dynamics CRM. ABS Baadal is a suite of cloud-based industry vertical solutions built on Microsoft Dynamics and SAP Business One platforms and includes CRM, ERP, Business Intelligence / Management Dashboards, Enterprise Portals and Mobile applications customized to the needs of each of these domains.

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

