

# Easy CRM



A fast track, hassle free, fixed price CRM starter pack from CPIO

- SalesLogix
- Sage CRM
- Microsoft CRM



## The easy CRM Solution



**If Customer Relationship Management (CRM) software is the ‘must have’ tool with which you can retain customers, increase revenue and win new profitable customers in an increasingly competitive marketplace, then why do so many companies fail to get a CRM project off the ground?**

Easy CRM from CPiO is a rapid deployment, fixed price, pre determined CRM model that may just give you the no fuss option you are looking for and is delivered quickly, effectively and with little disruption to your business.

This model has been designed off the back of years of experience in CRM implementations and focuses on delivering good basic CRM principles. So you'll get a quick win solution, create a credible return on investment case and establish crucial buy-in to roll out an enterprise-wide CRM strategy.

Once it is in and running, we'll then work with you to develop a plan for the entire organisation based on the core principles we apply to every project.

## Why partner with CPiO to deliver CRM?



**At CPiO we recognise that implementing a new CRM solution can be a daunting task. Not only does it require the investment of time from the selected project team, it also requires internal buy in across the company.**

We are a leading CRM Centre of Excellence with over 20 years of experience in implementing successful solutions across all types of organisations, each one with different levels of previous CRM exposure and different requirements.

This experience has led us to one fundamental belief – CRM, on any level can be a success if it is properly managed from the outset and takes into account both people and technology. As much as we specialise in the technology of CRM, we firmly believe success is based around a cohesive plan that takes into account people, cultural change, pain points and organisational objectives.



## What's included?

**CPiO has created a function rich, fixed price model for each of our CRM solutions covering the leading products in the market.**

A fixed price investment could deliver you a fully implemented, working solution within days and you'll find you could quickly benefit from some of the features listed here.

- SalesLogix
- Sage CRM
- Microsoft CRM

Integration with MS outlook – email management	✓
Configured drop down/dialogue boxes to match your industry terminology	✓
MS word based mail merge templates	✓
Standard label print facility	✓
Sales forecast template complete with multiple stages	✓
Auto alerts for exception management	✓
Library facility for competitor information, prices lists, collateral	✓
Configured team diary and graphical scheduler display	✓
Mass email facility with templates	✓
Target call list for rapid campaign action	✓
Log, track and progress sale opportunities	✓
Standard data import	✓
Reporting templates by salesperson, region, activity, overdue actions	✓
Dynamic dashboard template	✓
Three month strategic review with CPiO specialist	✓

*\*For a detailed list of what is included in the easy CRM module from CPiO visit [cpio.co.uk](http://cpio.co.uk)*

***CPiO is a leading provider of business solutions for the mid-market specialising in Sage 1000, Sage Line 500 and Sage 200.***

***CPiO can also offer market-leading CRM solutions in SalesLogix, Sage CRM, ACT! and Microsoft Dynamics CRM.***

***For more information on how CPiO can work with your business please contact the Marketing Department on: 0844 880 6140***

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