

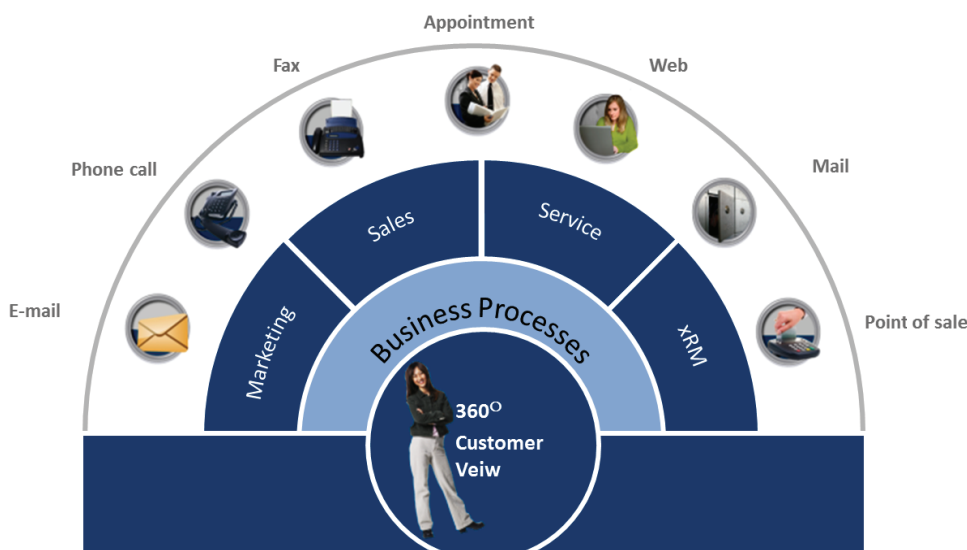
# CRM systems

## Customer Relationship Management

Strong competition is becoming one of the main characteristics of today's market. Under such conditions, the companies will not only seek to attract new customers, but also keep the current customers and develop the relationships with them. The solution of these problems requires effective organization of marketing, sales and service with the help of CRM systems.



The 360-degree customer view allows to track and keep all of your customer information in one place and make it accessible for the employees who interact with customers. Quick access to the interaction history, phone calls, letters, contracts and financial information makes each business contact more efficient and increases the quality of the service.



"68% of customers leave due to perceived attitude of indifference and poor customer service and only 14% leave because of product dissatisfaction".

80% of companies believe they deliver a superior customer experience, but only 8% of their customers agree.

*Bain & Co, Harvard Business Review*

"96% of dissatisfied customers do not complain"

## Business benefits

- Increase manageability
- Improve productivity and reduce cost
- Acquire new customers
- Increase customer retention and loyalty
- Increase sales
- Improve customer service

"5% increase in customer retention coefficient increases profitability up to 75%"

*Bain & Co*

"Costs of acquiring a new customer are 5-10 times higher than costs of keeping a current one satisfied".

"Costs of returning a lost customer are 50-100 times higher than costs of keeping him satisfied".

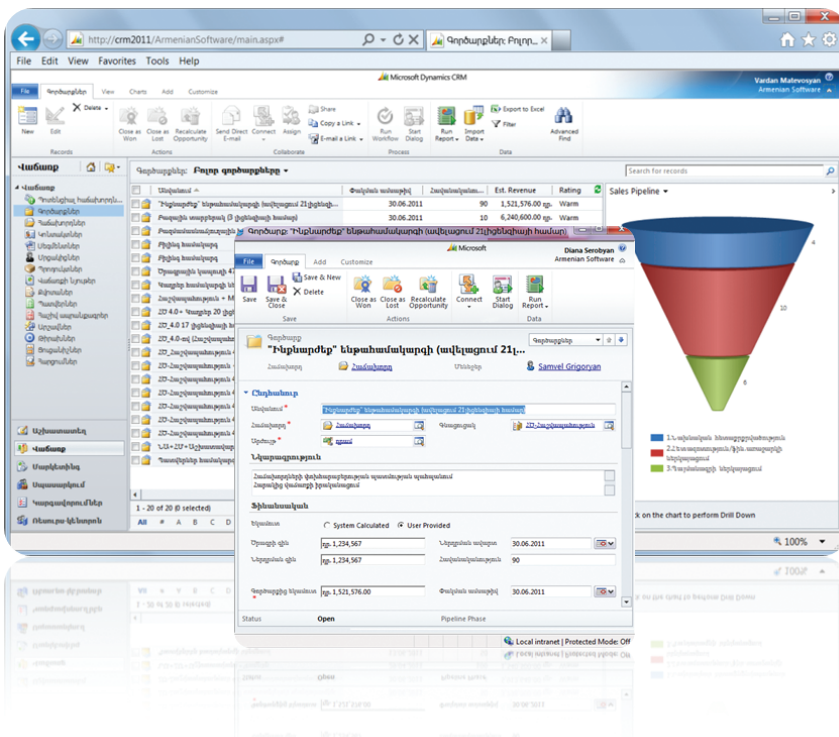
*McKinsey & Company*

## About Microsoft Dynamics CRM

Microsoft Dynamics CRM is a system designed to help organizations attract, keep and develop profitable relationships with customers by using marketing, sales and customer service tools. With Microsoft Dynamics CRM, you can integrate people, technology and business processes to achieve efficiency improvement, streamline your business processes and remain competitive.

Familiar Microsoft Office interface and tight integration with Microsoft products helps the employees to master the system in a short time.

- Strong analytical tools
- Flexible and user friendly interface
- Full functionality accessible from Microsoft Outlook
- System customization and business processes automation without programming
- Integration with AS accounting systems, banking systems, Call centers, SharePoint, Web and with other applications



## About us

Armenian Software is the absolute leader on the market of banking, accounting and CRM systems. Currently, accounting, finances and business-processes of more than 7000 companies are managed with AS systems. With 150 staff members who have extensive experience in the field of automation of financial business-processes, AS is also the leader in IT sphere with its number of certified specialists. Armenian Software has been a Microsoft Gold Certified Partner since 2009.

## Contacts

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