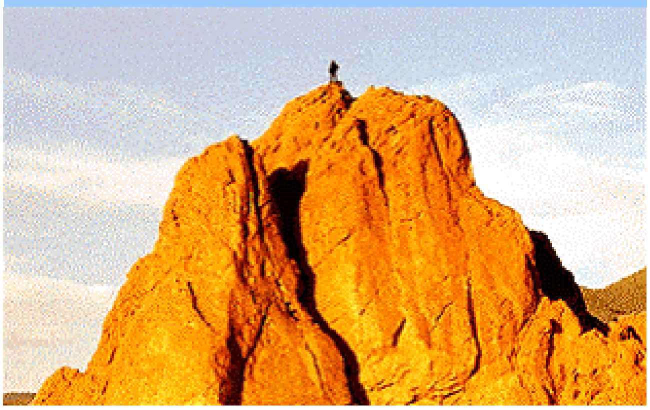
NAVISION ATTAIN®

CRM – Marketing & Sales

Gives you complete and accurate information to optimize the quality of every interaction.

Key Benefits

- Make better decisions about your contacts
- Improve the success of your sales and marketing efforts
- Increase employee and customer satisfaction



CRM – Marketing & Sales

Make Every Business Interaction Count

There's potential in every business interaction – whether you're dealing with a customer, a partner or a prospect. And if you can drive value into all your activities, you're already one step ahead of the competition.

CRM – Marketing & Sales gives you all the information you need to make the most of every business interaction. It delivers valuable, real-time information that helps you:

- Make better decisions
- Increase your hit rate
- Ensure that your customers don't take their business elsewhere

Make The Right Decisions

When you have real-time, accurate information on all your contacts, you can make better decisions. You know which accounts need your immediate attention and which accounts can wait. Your contact and financial information is always accurate, and you can make strategic decisions promptly.

Find the Right Answers

Your employees can access important information on previous sales, marketing campaigns and future opportunities. Within moments you have the answers to such questions as, "When did I last contact Company A?" or "When did Contact B last order?"

You can:

- Access individual and consolidated data on all your business contacts
- Analyze your contact interactions
- Evaluate the current status of all your business contacts at a glance

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Increase Your Hit Rate

You improve the hit rate on your sales and marketing campaigns through effective planning. CRM – Marketing & Sales keeps you well-informed with real-time, accurate information that's readily accessible.

When you have a clear overview of your contact information, you can analyze and understand future demand, and plan accordingly. You can measure the success of your campaigns, and you have the insight you need to identify specific segments and opportunities.

Take A Personal Approach

CRM – Marketing & Sales enables you to identify specific segments in your contact database. You can personalize your approach to your contacts and concentrate on one-to-one marketing. For example, you can select a particular group of contacts for a sales campaign based on past buying behaviour.

Be Prepared

CRM – Marketing & Sales helps your sales staff keep track of and structure sales cycles. You can access exact sales information on each contact at the touch of a button. You gain a clear picture of what is pending in your sales pipeline, and you can adjust your planning accordingly.

You can:

- Gain a clear overview of which contacts are buying and which ones are not
- Estimate sales
- Identify inactive customers with a view to future sales

You can also measure the overall results of your campaigns. You know how successful a particular campaign has been, and you can assess your overall company performance.

Keep Customers Loyal

Holding on to an existing customer is a lot cheaper than attracting a new one. If you don't keep your customers 100% satisfied, you risk them taking their business elsewhere. Your customers expect a positive, consistent experience.

Make Every Employee A Customer Expert

With CRM – Marketing & Sales, you can provide superior service during every customer interaction. Your employees always have access to accurate and detailed information on every contact. Each employee becomes an expert on each and every contact, and you provide your customers with a better level of service – time after time.

Not only do your employees provide quality service during every business interaction, they also become more effective because time-consuming processes are automated.

Ask Your Partner

To learn more about the CRM – Marketing & Sales within Navision Attain, contact your local Navision Solution Center. They have the expertise to design a solution that fits your specific business needs.

Or, visit our Web site at www.navision.com

About Navision

Navision a/s is a leading global provider of cost-effective and adaptable integrated business solutions that help companies in their quest to grow. The company has more than 127,000 customers worldwide, a global network of more than 2,200 partners, and 1,065 employees in 26 countries. The Navision product line consists of Navision Axapta®, Navision Attain®/ Navision Financials®, and Navision XAL®. Navision a/s was created through the merger of Navision Software a/s and Damgaard A/S in December 2000. Its shares are listed on the Copenhagen Stock Exchange (CSE: NAVI). The company is headquartered in Vedbaek, Denmark. You can learn more about Navision a/s on the Internet at www.navision.com.

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Data Summary Sheet

Key Features	Description
Contact Management	• Maintain an overview of your contacts • Duplicate check automatically alerts you if you enter contact information that already exists • Categorize your contacts based on profiling questions • Personalize your approach to your contacts
Task Management	• Organize your campaign, marketing and sales tasks • Create to-do lists for yourself • Assign tasks to other users or teams of users recorded in the program • Create an activity composed of several to-dos
Contact Classification	• Classify your contacts into different categories, and tailor your marketing messages to suit the individual needs of the customer • Automatically group your contacts into different classes based on criteria specified by you, for example, group contacts in terms of revenue • Provides crucial information for campaign planning, for targeting your contacts more specifically and for streamlining your sales and marketing messages
Campaign Management	• Organize campaigns based on segments that you have created • Segment your contacts based on specific criteria, such as, sales, contact profiles and interactions • Reuse existing segments, for example, specify whether or not these segments are to be updated every time new information on the contact is entered, or 'freeze' the group for follow-up activities, such as direct mailing • Mail merge the identified segment with a Microsoft Word document
Document Management & Interaction Log	• Log the interactions that you have with your contacts, such as a telephone call, a meeting or a letter. If an interaction contains a document, you can save it under the relevant contact and keep track of the document in question • All interactions can be recorded whether they involve e-mail correspondence, telephone calls, invoicing, reminders or services • Accurate and up-to-date account of all your interactions with the contact • Call a contact simply by clicking the button on the contact card and using TAPI (Telephony Application Programming Interface) compliant telecom devices
Opportunity Management	• Keep track of sales opportunities • Salespeople have an overview of what's in the pipeline and can plan ahead accordingly • Section your sales process into different stages

System Requirements

Same as Navision 3.00 and 3.01

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