

CRM

**We make
customer
relationship
marketing
easy for you.**



*Listen to your customers
know who they are and
how they behave*

*Send appropriate and timely communications
and offers to your customers*



communications

Access CRM believes managing relationships is the key to developing loyal customers. Customer Relationship Marketing (CRM) encompasses all of your communications –whether it is a simple satisfaction survey, a complex product guide or a promotion. Every time you have an opportunity to speak and listen to your customers, you have an opportunity to deepen your relationship with them.

CRM means creating positive attitudes and inclinations towards your brand. To do this effectively you must:

- Listen to your customers - know who they are and how they behave.
- Continually inform and educate your customers on your product or service.
- Complete the relationship by sending appropriate and timely communications and offers to your customers.

Access CRM can be a significant partner in your customer relationship marketing efforts. We totally understand CRM – from the importance of capturing accurate, relevant data every step of the way to facilitating CRM solutions across the full range of direct and interactive communication vehicles.

We have the resources and systems to support every aspect of data management - from data collection and entry to complex database-driven marketing communications - and the tools you need to structure targeted programs right down to an individual level.