

Key end benefit: *Access CRM's Database Technology delivers a dynamic marketing and research tool that is customized to meet client's immediate and future needs.*

Your database is the resource you depend on to make sound business decisions and design effective communication programs. Access CRM's database technology results in stable, customized databases that seamlessly integrate with internal and external resources to receive, manipulate, enhance and manage data. Proprietary database queries and profiles are then used to establish and rank customer segments. Sales and marketing managers can access a snapshot of the database at any given time, and react quickly and efficiently to new information using communication options such as email, phone and direct mail to reach targeted audiences. In the end our clients' sales and marketing dollars are used more efficiently to build their businesses.