

# Dynamics CRM Overview



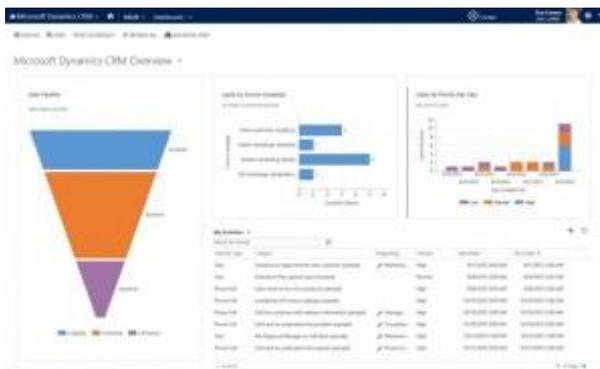
Microsoft Dynamics CRM



## Why Customers choose Dynamics CRM

Dynamics CRM combines familiar Microsoft Office applications with powerful CRM software to improve marketing effectiveness, boost sales, and enrich customer service interactions. Microsoft Dynamics CRM equips business professionals with access to customer information through a familiar Microsoft Outlook experience to help ensure rapid user adoption and fast results.

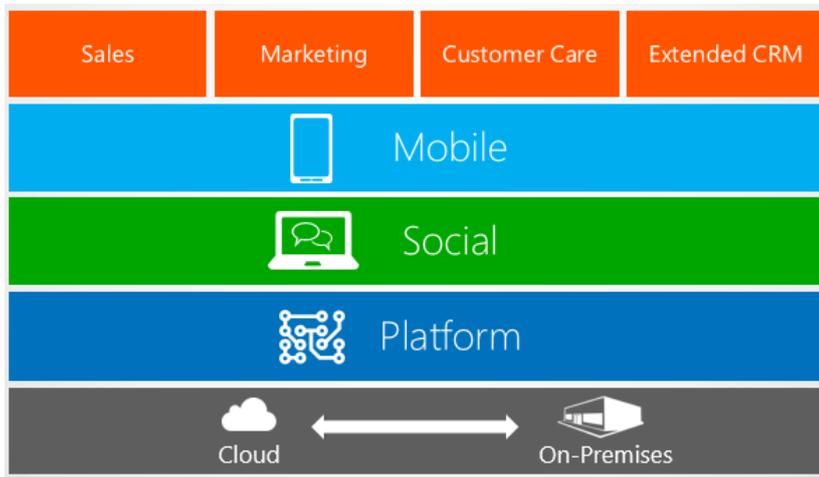
All of this can be delivered cross platform and cross browser. Dynamics CRM can run on a Surface, Ipad, PC, Desktop or Mobile apps as required, offering your workforces the ability to access their CRM application from anywhere.



And with **Microsoft Dynamics CRM Online**, you get the same powerful CRM software delivered as a cloud service from Microsoft, enabling instant-on anywhere access, predictable pay as you go pricing, and a financially backed service level agreement (SLA).



Microsoft  
Dynamics CRM



### Marketing

Provide your marketing professionals with flexible segmentation tools, simplified campaign management capabilities, intuitive response tracking, and insightful analytics to improve your marketing effectiveness.

### Sales

Spend more time on selling and less time on administrative tasks with Microsoft Dynamics CRM. Take advantage of full lead to cash visibility, lead and opportunity tracking, streamlined approvals, and real-time sales forecasts to shorten sales cycles and increase close rates.

### Customer Service

Provide compelling customer service experiences that build customer loyalty by empowering your people with tools that simplify case management, streamline escalations, improve knowledge sharing, and enable more effective account management, all while helping to contain service costs.

### Extended CRM

Quickly and easily extend your CRM solution and build custom applications to track *any* business relationships—without compromising capabilities, budget, or delivery time.

Deliver on the power of productivity with a CRM solution that allows you to:

- **Reduce** costs and increase profitability by organising and automating business processes that nurture customer satisfaction and loyalty through marketing, customer service, and sales force automation
- Have **real time** business intelligence with built in reporting and dashboard capabilities that provide users with information relevant to them
- **Increase** User Adoption and Productivity with seamless integration with Microsoft Office giving users a familiar experience

**Microsoft Dynamics CRM** drives sales productivity and marketing effectiveness through social insights, business intelligence, and campaign management in the cloud, on-premises, or with a hybrid combination.

Customer relationship management (CRM) can help reduce costs and increase profitability by organising and automating business processes that nurture customer satisfaction and loyalty in the sales, marketing, and customer service fields. CRM solutions can deliver ROI through marketing automation, customer service, and sales force automation.

We also offer **mobile CRM apps** and platforms that enable you to manage your customer relationships on your mobile devices, along with tools that integrate data and reporting from social media directly into your CRM application.

### KMS: Setting the Standard for CRM within the Construction Industry.

KMS have developed **the** CRM solution for companies involved in the Construction Industry. By building on 20 years experience servicing this marketplace, along with the latest Microsoft technologies, KMS have created a solution which is seen as a **'game changer'** in the world of CRM and Construction.

**Contact us to find out more**

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