



# Microsoft Dynamics CRM Works the way you do



How well can you *react to—  
and even predict—*shifting cus-  
tomer needs and competitor  
moves?



[www.krpcomm.com](http://www.krpcomm.com)

*Build lasting customer relationships across sales, marketing and customer service with an affordable, easy-to-use CRM solution.*

*Works the way you work!*

#### **Native Outlook**

One application to send and manage email, store business contact and manage your appointments. View history of interactions with all of your customers. Personalize your work environment so that you see what you need to see. Take your customers with you; just because you leave the office does not mean you need to be isolated. Enhanced synchronization provides full access to your sales and service information on your laptop or mobile device.

*Works the way your business does!*

#### **Customization**

Designed for your business, MSCRM provides a flexible and customizable platform that can be configured to meet your unique business needs. Customization can be done quickly and easily with web-based tools. Work more efficiently with automation and transform repetitive work tasks into powerful business workflow.

#### **Marketing Automation**

Target your marketing efforts, create campaigns that generate the greatest return. Measure your campaigns effectiveness and revenue impact. Know which offers and marketing efforts generate results. Track response rates, interest levels and closed business from each campaign.

#### **Integration**

Integrate with other applications. Bring information together using enhanced web services to eliminate boundaries to give you a complete view of your customers.

*Works the way you expect it to!*

#### **Reliable**


Microsoft CRM works the way your IT staff wants it to because it's based on proven, industry-standard Microsoft technology that's easy to learn and work with. You'll enjoy a rapid, low-cost deployment; low support costs; and easy scalability as your business grows. Enhanced component diagnosis and troubleshooting tools deliver a high performance scalable reliable environment.



**Microsoft**



**"Increase sales success, deliver superior customer service, and make informed, agile business decisions with Microsoft Dynamics<sup>®</sup> CRM."**

- 
- Manage People Leads and Opportunities
    - Measure & Forecast Sales Success
      - Efficiently Track Customer Communication
        - Improve Customer Service
          - Automate Tasks

 **Communications**

*Improving Your Communications*

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