Maximizer Enterprise™ 8
Simply Successful CRM

Sales
Marketing
Customer Service & Support

"How do we grow our business and acquire new customers?"

"How can we increase revenues with existing customers while maintaining profitability?"

Build strong, profitable customer relationships throughout the customer life cycle.

In today's competitive markets, you need to build strong relationships with customers in order to create loyalty and build long-term profitability. Maximizer Enterprise helps businesses succeed with software for sales, marketing and customer service, plus integration into accounting - in one common interface for online and offline users to access customer information.

Deploy quickly, manage and customise easily - without breaking the bank.

With the fastest deployment in its class, Maximizer Enterprise is the proven CRM solution with the lowest total cost of ownership which shows you results in weeks, not months or years. Without requiring an army of IT professionals or blowing your budget, you can keep your most valuable asset inside your business, configure it to the way your business operates, and run with your business every day. Best of all, staff are productive immediately, showing you a fast return on investment.

For Marketing

Today's marketers are faced with pressure to generate more leads and show greater ROI on marketing campaigns. You need to maximise every marketing pound so you can generate targeted leads which drive successful, profitable customer relationships.

Maximizer Enterprise enables marketers to:

- Get better results from campaigns by managing accurate customer segments and lists.
- Reach target markets quickly with cost-effective text or HTML e-mail campaigns.
- Comply with privacy, do-not-call and anti-spam legislation.
- Track lead status and source to measure your marketing ROI so you can maximise every marketing pound.
- Collect, process and manage web leads, including automatic alerts.

- Manage complex marketing projects and teams effectively.
- Create automated processes, such as dynamic e-mail campaigns to respond immediately to customer web requests, ensuring no lead slips through the net.

For Sales

Improve your win ratio, and forecast sales accurately.

Sales staff and sales managers are faced with the ongoing challenge of bringing in more revenue. Whether you're in a new or mature market, one thing is the same - you need a solution to help you win more deals today and build profitable relationships for the future. Maximizer Enterprise is the solution which is deployed quickly, easy to use and drives the leads and information sales representatives need to close more deals.

With Maximizer Enterprise, you can:

- Manage accounts effectively, respond quickly and build stronger relationships.
- Never let another opportunity slip through the net, using automated processes and alerts to stay on top of leads.
- Increase your win ratio by collaborating on sales using your own proven sales methodology.
- Reduce the amount of time sales people spend on generating reports, with access to real-time updates on sales forecasts; 30, 60 and 90-day funnels by territory, and by account manager; and other reports.
- Drive more sales through resellers, including lead assignment and forecasting, with Partner Relationship Management.

For Customer Service & Support

Increase productivity dramatically and improve customer satisfaction. Leverage your existing customer base to cross-sell, up-sell and drive repeat business. With Maximizer Enterprise, manage every customer service issue quickly and effectively to keep them loyal.

Maximizer
The CRM Company

Maximizer Enterprise enables customer service representatives to:

▸ Track, escalate and resolve customer service issues to keep customers satisfied.

▸ Maximise customer service resources so CSR productivity soars.

▸ Access all the sales and marketing information they need to effectively cross-sell and up-sell.

▸ Create automated processes, such as automatic case assignment and notification of overdue cases to ensure no customer slips through the net.

▸ Managers can monitor CSR productivity and overdue cases, analyse case queues to ensure customer satisfaction remains high.

▸ Ensure service level agreements are renewed on a timely basis.

▸ Resolve issues faster with a central repository of critical information in a Knowledge Base.

▸ Reduce workload and increase customer satisfaction by enabling customer and partner self-service to case status and FAQs in a Knowledge Base through secure web portals.

Anywhere Access

Don't lose business to downtime or inaccurate customer information. Whether users are online or offline, Maximizer Enterprise gives you reliable access to critical customer information from anywhere - from an offline remote desktop, through the web, or on a PDA.

Remote Synchronisation

Whether you're at a remote office, home office or in a hotel room, work offline and keep up-to-date and collaborate with the head office by securely and quickly synchronising with the corporate database using MaxExchange.

Web Access

With the Employee Portal, online users - whether working remotely or needing quick access while at an airport internet lounge - have real-time access to the same information and functionality as a desktop user via a web browser.

PDA Solutions

Never be caught uninformed. Look up customer information, take notes, or check your task list whether you're at a client site or in transit. Maximizer Enterprise has solutions to keep your staff productive wherever they are.

Microsoft Outlook Integration

With advanced Outlook integration, your users can still read e-mails and check schedules in an interface they're used to, while Maximizer Enterprise synchronises the information, saving incoming and outgoing e-mail messages to customer records.

Work with your Business Processes

Maximizer Enterprise is easy to set-up by configuring custom fields to manage accounts, opportunities, campaigns and customer service cases to your unique business requirements. This helps you collect the information you want, how you want it. With the Customisation Suite, you can integrate Maximizer Enterprise seamlessly with other applications and customise to your processes and workflow because it's built and supported by industry standards, including .NET, XML, COM and ODBC.

Effective decision making with customised Crystal Reports.

Gain further visibility into your customers and your business by editing pre-formatted reports or creating new reports with best-of-breed business intelligence reporting tools, Crystal Reports, bundled with Maximizer Enterprise. Use the Expert Tools to sort and group data, and create instant visibility with graphs and charts - even analyse your Maximizer Enterprise data against other applications, including your ERP or accounting information.[1] All the activities and information coming and going in your business every day may seem overwhelming. Maximizer Enterprise Workflow Automation monitors your business activities and systems, then automatically assigns the appropriate people to take action. Perhaps your sales manager needs to be alerted if a hot lead hasn't been followed up within three days. Or your customer support manager wants to be notified if more than four customer support cases are entered for one customer in a given week. Or you want your web visitors who've just downloaded a report to receive a series of automatic e-mails, and alert the account manager in their territory for a follow-up phone call.

[1] Using Crystal Reports with other databases requires an upgraded license, available from Business Objects or its resellers.

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Your Authorised Maximizer Business Partner is:

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