

## DMC Software is proud to announce the introduction of Sage SalesLogix Automation

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In the current economic climate wasted time is wasted money and therefore it is imperative for organisations to operate to maximum efficiency. Customer Relationship Management (CRM) software has been highlighted recently as an essential business tool to help combat the effects of the recession and improve productivity. DMC Software however has advanced the concept of CRM software to the next level, harnessing the power of Sage SalesLogix to provide clients with automated business processes.

In the current economic climate it is especially important for organisations to operate to maximum efficiency in order to save money. Customer Relationship Management (CRM) software has recently been highlighted as an essential tool in business, to help combat the effects of the recession and enhance productivity. However, DMC Software has advanced the concept of CRM software to the next level, bringing together the power of Sage SalesLogix to supply clients with automated business processes.

Sage SalesLogix CRM is made up of separate modules to provide sales, marketing and customer service functions with the tools to improve management of business relationships with clients, prospects and suppliers. Sage SalesLogix CRM has been built on a customisable platform which enables business partners, such as DMC Software, to customise and develop the solution to meet the exact needs and business processes of client organisations.

As commercial pressures increase it becomes more difficult for CRM operatives to fulfil customer needs while meeting the administrative requirements outlined by management. This problem is faced every day across many organisations and has become the driving force for DMC Software to provide a solution. DMC Software, harnessing the power of Orbis Task Centre technology has developed a way of automating manual tasks to improve workforce productivity.

Mike Ramsay, managing director of DMC Software, explains, "With SalesLogix Automation the possibilities are endless, the need for manual administration can be removed completely and operational costs are vastly reduced. SalesLogix Automation can cater for basic needs, such as the import of customer details from web forms directly into the database, through to more complex processes, including renewal identification, document creation, communication and scheduling of follow up calls. For many of our customers SalesLogix Automation has radically transformed the way in which they do business".

SalesLogix Automation from DMC Software supports improved customer acquisition and retention rates through intelligent customer lifecycle management. Moreover, SalesLogix Automation allows resources to be utilised to better effect, freeing time to be spent attending to more important aspects of business. Whether an organisation selects to implement complete or partial automation of processes SalesLogix Automation is guaranteed to provide greater functionality and a quick return on investment.

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About DMC

DMC Software is a leading Sage (UK) and Microsoft Business Partner that offer a host of CRM and accounts solutions.

DMC Software adds value to their proposition by providing clients with a range of high quality services enabling them to get the most from their application. The professional services offered by DMC Software include, consultancy, implementation, development, training and technical support.

For more information on the advanced business solutions DMC Software provide visit [www.dmcsoftware.co.uk](http://www.dmcsoftware.co.uk) or email [info@dmcsoftware.co.uk](mailto:info@dmcsoftware.co.uk) Alternatively, call FREEPHONE 0800 652 2423 to speak to a sales advisor.

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