

DMC Software urges businesses to investigate the benefits of CRM customisation

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Customer Relationship Management (CRM) software has been singled out by business editors as a vital tool to beat the recession – it is more important than ever for business to ensure the minimum risk is taken for the maximum return in the present time. Yet, still many organisations remain unaware of how they can fully extend the value of their CRM. DMC Software advises businesses to learn about CRM customisation – and how it can help them make the wisest investments.

CRM software, such as ACT! By Sage, when implemented correctly, can provide a business with endless benefits. The primary benefit is the development of improved client relationship management which can result in repeat purchases and referrals, each impacting positively on a business's profitability. Additional benefits include more productive personnel, focused marketing communications and better customer service offering – all achievable through the right CRM software.

Mike Ramsay, managing director of DMC Software suggests, "CRM Software can provide businesses with a large number of benefits including enhanced customer retention- which is vital in the current economic climate. However, to get the most from a CRM solution it is important that businesses consider CRM customisation so the software will suit their exact business needs and processes. By doing this efficiency will drastically improve and a quicker return on investment can be seen."

ACT! Software is the best selling CRM solution in the marketplace because it offers rich functionality that easy to use at a cost effective price. ACT! by Sage is now even more accessible since the release of ACT! SaaS, which allows businesses full CRM functionality with full support and maintenance for a small, manageable, monthly fee. However, ACT! by Sage is an out of the box solution and for many businesses one size does not fit all.

DMC Software Solutions is experienced in the implementation of ACT! and are able to fully develop and customise the solution to suit the individual needs of different organisations. ACT! can be adapted to integrate with third party software, for instance, ACT! can be set up to automatically retrieve information from web forms completed by visitors. By manipulating ACT! to perform functions normally carried out manually a vast amount of time can be saved and the productivity of operatives increased, allowing them to focus their attention more important areas of the business.

ACT! Customisation doesn't need to be completed when the solution is implemented, DMC Software can customise the solution retrospectively so that users can become familiar with how it performs and aspects that can be changed to meet the business needs. In the current economic climate customisation may seem like an unnecessary investment however the benefits it can offer ensure a fast return on investment.

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About DMC Software

DMC Software is a company that is experienced in providing Customer Relationship Management (CRM), Accounts and integrated business solutions for businesses of all sizes, across a broad range of industries including ACT! by Sage, Sage CRM, Sage SalesLogix CRM and Microsoft Dynamics CRM. With advanced development abilities DMC can tailor a solution

to meet the exact requirements of a business, providing the tools and supporting services to increase efficiency and profitability.

For more information on the CRM solutions and professional services available from DMC Software visit www.dmcsoftware.co.uk. Alternatively, email info@dmcsoftware.co.uk or call FREEPHONE 0800 6522 423 to speak to a member of the sales staff.

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