



# CUSTOMER RELATIONSHIP MANAGEMENT



**miniMAX**

**Solution Canada Inc**

**Minimum Price Maximum Solutions**

## INTRODUCTION

CRM stands for customer relationship management. It's a category of integrated, data-driven software solutions that improve how you interact and do business with your customers. CRM systems help you manage and maintain customer relationships, track sales leads, marketing, and pipeline, and deliver actionable data.

Our CRM provides a platform to organize and track interaction with potential or existing clients, partners, agents, and other contacts. CRM forms a contact base where the interaction and the history of contacts are managed and stored. All new events (phone calls, messages, meetings) connected with a contact or company are easily logged and further interaction can be planned, including by using integrated tasks.

**Customer Relationship Management (CRM)** is an approach to manage a company's interaction with current and potential customers. It uses data analysis about customer's history with a company to improve business relationships with customers, specifically focusing on customer retention and ultimately driving sales growth.



### Features

- \* Support ticketing & Case Management
- \* Customer Service metrics
- \* Customer Profiling
- \* Contact Management
- \* Multi- Channel support
- \* Account Management
- \* Create Knowledge Base
- \* Renewals Management



## CRM THAT SUITS BUSINESS NEEDS

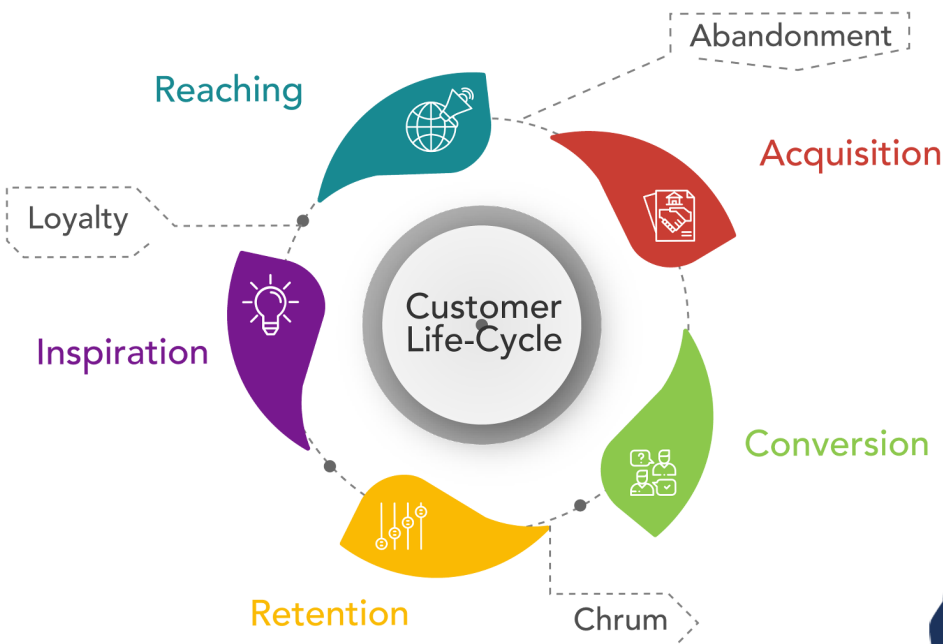
- \* Small business
- \* Business-to-business (B2B)
- \* Business-to-customer (B2C)
- \* SaaS (on-demand software)
- \* Customer-centric (CCRM)
- \* Social media



### Benefits

**miniMAX CRM** is good for your business. It means less time spent manually entering customer details and more leads generated than ever before.

- \* Better client relationships
- \* Improved ability to cross-sell
- \* Increased team coloration.
- \* Improved efficiency in serving clients
- \* Greater staff satisfaction
- \* Increased revenue and profitability
- \* Reliable and consistent information
- \* Customer churn is kept to a minimum
- \* Better-informed customers
- \* Better-quality leads
- \* Better visibility of customer behavior
- \* Increased productivity
- \* Higher conversion rates
- \* Cost savings





# CONTACT DETAILS

For Free Software Trial



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