Title:
5 Ways Microsoft Dynamics CRM V3.0 Can Save Your Small Business Time And Money

Word Count:
660

Summary:
A solid knowledge of your customers is vital to succeed in today's modern
information driven business world. Small businesses are widely considered to
provide a better customer service because the decision makers are closer to
their clients than in much larger companies. Managing customer relations has
grown increasingly complicated as market forces and trends change at a much
faster rate than in the past, and with the internet revolution, that is set to
continue and accelera...

Keywords:
Microsoft CRM

Article Body:
A solid knowledge of your customers is vital to succeed in today's modern
information driven business world. Small businesses are widely considered to
provide a better customer service because the decision makers are closer to
their clients than in much larger companies. Managing customer relations has
grown increasingly complicated as market forces and trends change at a much
faster rate than in the past, and with the internet revolution, that is set to
continue and accelerate.

Microsoft Dynamics CRM 3.0 Small Business Edition is designed to work with other
Microsoft applications such as Microsoft Small Business Server 2003, Outlook,
Word, Excel and Publisher. Working together, the Microsoft Dynamics Suite
greatly helps your staff to build closer customer relationships and achieve new
levels of productivity and profitability.

Here are 5 ways Microsoft Dynamics Suite can help your small business save time
and money:

1. Centralize all your customer information

Microsoft Dynamics Suite captures all customer contact information from your
sales, marketing and support sections of your business and houses the
information in a central repository. Microsoft Dynamics CRM v3.0 provides

instant access to whoever needs the information, wherever they are and when they need it. This reduces costs by minimizing non-productive time wasted, increases profitability by maximizing cross-selling opportunities and enhances customer relations with a more personalized approach from all staff in contact with customers.

2. Protect your customer information

Microsoft Dynamics CRM v3.0 has built-in security features to ensure your customer information is protected and kept confidential. Employees are only given access to that information on a customer that is required for the role they need to perform. By combining Microsoft Dynamics CRM v3.0 with Small Business Server, a powerful firewall is provided that allows mobile employees and remote locations to have secure and enhanced access to customer information while out of the office. The ability for mobile and remote workers to access customer information out of the office allows them to continue to be supported and productive as well as spend more time where they need to be – with customers and prospects.

3. Integrate with Microsoft Office Outlook

Microsoft Dynamics CRM v3.0 has been designed with Outlook in mind, and can be enabled to let your employees work directly from their Outlook email client. This close integration with Outlook and other Microsoft applications such as Word and Excel means that all staff with client contact can look up customer information, manage email communications, arrange appointments, record customer and prospect contacts from within Outlook and share this across the business with the Microsoft Dynamics Suite. This makes staff more productive, generating greater revenues and reducing time wastage dealing with administrative customer affairs.

4. Tailor Microsoft Dynamics Suite to your small business

The Microsoft Dynamics Suite contains a configuration wizard so you can tailor the customer relationship software solution to meet the particular needs of your business. You can customize and modify forms, construct your own data entry fields and arrange how information is to be presented while an intuitive engine allows for automation of repetitive tasks. An alert system raises flags when you need to perform a task so nothing need ever fall down between the cracks.

Microsoft Dynamics Suite is an out-of-the-box solution that is quickly and cheaply implemented while maintenance costs are also minimal. The Microsoft Dynamics Suite is also scaleable to meet the future demands of your business

with additional features that can be added as and when the need arises.

5. Fast and simple implementation gets you up and running quickly

Microsoft Dynamics CRM v3.0 has a very fast and simple set-up to speed up
productivity and profitability, this minimizes business disruption. For existing
users of Microsoft Office applications, the customer relationship software
solution is readily adopted by your staff as it has been designed to look and
feel like all other Office applications so use is intuitive.
This minimizes the costs of implementation and user adoption while at the same
time increases productivity with minimal business disruption and faster adoption
by employees.