



Microsoft Dynamics Customer Relationship Management (CRM)

Make smart decisions and drive long-term business growth by taking care of your most valuable asset - your customers

Managing customer relationships and interactions is an essential part of a company's business strategy. Inaccurate or lost customer information can hinder your profitability, workplace efficiency and even reputation in the long-term.

Is your organization seeking to increase customer satisfaction, strengthen loyalty and improve marketing and sales efforts? With a customized Customer Relationship Management (CRM) solution you can automate important business processes to boost productivity and deliver return on investment (ROI).

Your trusted Microsoft partner

In 2015, Comtrade was declared "Microsoft Partner of the Year". Our teams have experience in implementing Microsoft technologies and customizing them to meet your business and IT needs.

We will work with you to deliver a full scope of CRM services, from consulting and planning to post-implementation and technical support.



About Microsoft Dynamics CRM

A single solution with multiple built-in features for improving your customer service and management strategy

- 2,000,000,000 users
- 30,000 clients (from SMBs to multinational enterprises)
- 40 languages
- Supports leading apps (Outlook, Skype, Office 365...)
- Available on-premises, in the Cloud or in a hybrid combination

Why CRM is right for your business

Microsoft Dynamics CRM is designed to provide organizations with efficient, systematic and intelligent ways of collecting customer data, deriving key insights and boosting productivity left, right and center.



A 360-degree view of the customer

- **Gather and synchronize customer data coming from multiple channels - e-mails, company websites, social media, mobile phones etc.**
- **Analyze and leverage data to improve decision making**
- **Personalize offers - Give your customers what they want, when they want it**



Automation for increased productivity

- **Automate your sales, marketing and customer care processes**
- **Optimize workflows and reduce non-value-added tasks**
- **Gain access to relevant, up-to-date information to strengthen sales efforts (cross-selling and up-selling)**



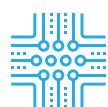
Improved customer satisfaction

- **Actively engage with your customers**
- **Build strong, long-term customer relationships**
- **Innovate offerings and pursue new business models**



24/7 access to customer data

- **Drive active collaboration between marketing and sales teams related to leads and customer feedback**
- **Use CRM Mobile apps to enable employees to access and manage client contact information at all times and even offline**
- **Ensure smooth operations and improve employee satisfaction**



Seamless integration

- **Integrate with existing apps and programs**
- **Minimize risks and complexities**
- **Benefit from customized integration**

Main solution modules



Sales module

Sales force automation helps you gain key insights to improve sales efficiency, deliver personalized offers and strengthen customer relationships



Marketing module

Collects and integrates data from multiple sources to simplify and improve planning and execution of marketing activities



Customer care module

Helps you earn and retain customer loyalty by providing effective service and seamless experiences across all touch points

WHY COMTRADE

Domain knowledge

Our experts have completed successful CRM implementations for small and large businesses in different industries.

Analysis and consultation

We will analyze your current IT environment to help you create the right CRM roadmap for your business.

Project management

Comtrade professionals will go out of their way to deliver the best possible project outcomes and meet established deadlines.

Tailored approach

We are aware that every company is different. That is why we take the time to adapt a CRM solution to your specific business needs.

A full range of CRM services

From consulting and planning, to implementation, testing and technical support - we'll provide support through every step of the way.