

# Customer Relationship Management

## Successful customer relationships

**Professional customer relationship management** helps you to get to know your customers better, to address them in a more targeted fashion and to position yourself successfully in the market. A suitable CRM system is key to the success of your strategy in addition to the organizational set-up of your company. Only with the interaction between the mapping of the necessary processes in terms of marketing, sales and service, the support of the top management and an ongoing raising of employee awareness will you be able to capitalize on the added values in the long term: This way you keep track of your customers and their wishes, known what offers your sales have made, and which will probably turn into actual orders. You can also respond to customer enquiries quickly and satisfactorily.

Qualysoft develops CRM solutions that are tailored to the needs of your company, industry and users. From advice and analysis of your processes through to selection and implementation of your solution as well as training of future users – our experts support you throughout your CRM project, and even beyond. We keep track of trends such as Mobile and Social CRM and find the perfect solution for your company.

# Know-how gained in a number of successful projects

You stay abreast of the most important issues and tackle first things first. As a qualified partner for Aurea CRM and Microsoft Dynamics CRM, Qualysoft manages numerous companies, taking control of implementation and migration to the latest technology as well as administering and further developing current systems.

Our team of over 70 experts bring their many years of experience into your initiative and support you throughout the entire course of your CRM project: from the analysis of your processes, the selection and implementation of your CRM system through to user training. In doing so, we cover a wide range of different project management methods, providing support with a classic waterfall or agile scrum approach as required.

Using our detailed process expertise, we develop customized tools for your industry and user roles – regardless of whether you are active in B2B or B2C business.

## ■ A reliable partner

Stay abreast of the most important issues and do what's right, tackling first things first. As an experienced partner for Aurea CRM and Microsoft Dynamics CRM, Qualysoft supports numerous companies and understands what's important in CRM projects.

## ■ Consulting

From analysis via design through to individual adjustment and data migration, our experts will support you throughout your CRM initiative. Here we rely on know-how pooled at our centers of competence located in the DACH and CEE regions. The experience gained in a number of successful projects allows our experts to quickly familiarize themselves with your business processes and provide comprehensive advice.

## ■ RunCRM

Commit your CRM system to professional hands – we answer your users' questions and ensure on-going user support and operation of your system. Our services are precisely matched to your requirements: from server hosting and administrator and user hotlines, answering questions from Marketing/Sales/Service and managing escalations directly to the manufacturer through to installing upgrades.

## ■ Seamless integration

In most cases, a company's IT infrastructure is based on a variety of systems, historically grown, multi-layered and complex. We will combine your CRM system with the existing IT landscape, so that your data will be available at any time, as required. Seamless linking will grant you quick access to all kinds of information – in a clearly structured manner.

## ■ Competence Center Migration

By changing from update.seven to Aurea CRM, you take your customer relationship management to the next level: the latest technology helps you form the basis for an even more successful implementation of customer support. As the Partner for Aurea CRM, Qualysoft is the only one who has also established an internal competence center, which accompanies you from guidance that is individually tailored to your needs to comprehensive migration analysis through to implementation of a project throughout the entire course.