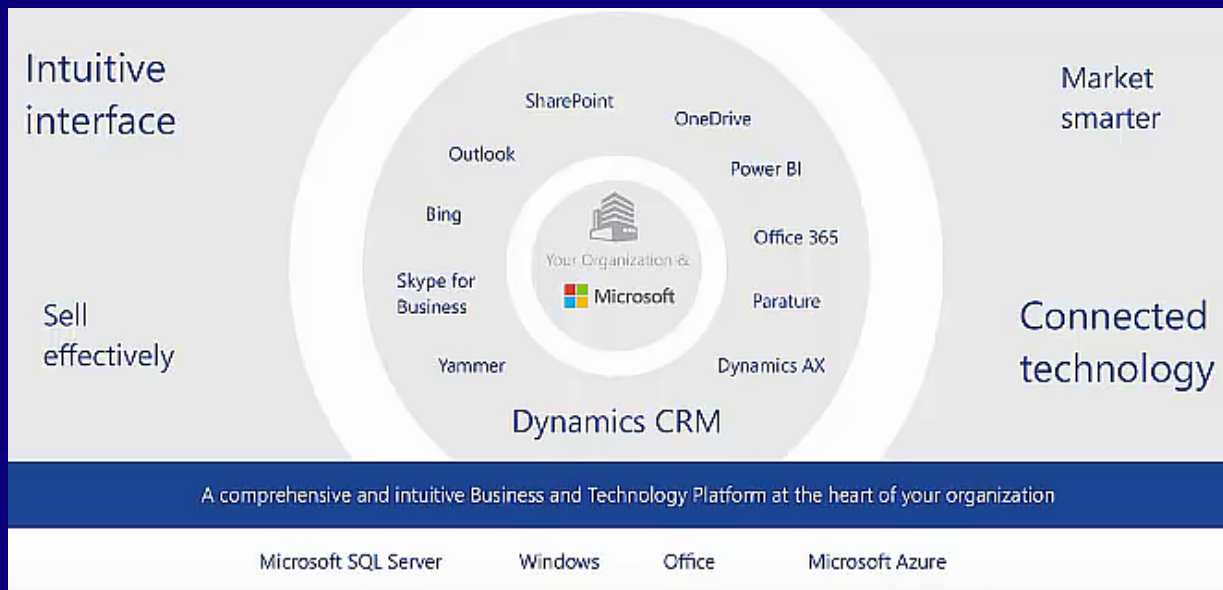


Experience intelligent customer engagement with Dynamics CRM



Today, the process of engaging customers can't be one-size-fits-all. It needs to be adaptive across all touch points and within the context of who your customer is and what they are doing.

Intelligent customer engagement enables your company to build customer trust, loyalty, and insight, while also enabling your sales, service, and marketing professionals to be as productive as possible.

With customer engagement by Microsoft, we help your company deliver exceptional customer experiences.

We help you make every customer engagement an intelligent one, so you can sell effectively, care everywhere, and market smarter.

Olympic Software is proud to have been a Microsoft Partner for more than 15 years.

"When we compared Dynamics CRM with other CRM Systems we were impressed with Microsoft Dynamics CRM features. Dynamics CRM also allowed a more user friendly pay as you go option rather having to pay the first year up front."

Richard Hoare, Sempre

"Choosing Dynamics CRM Online made the deployment and implementation straight forward regardless of the fact that it was done remotely. We knew what we wanted and Olympic were very capable of delivering this"

Chris Todd, Parkland Products

Introducing Microsoft Dynamics™ CRM

Dynamics CRM includes the following modules:

Sales: Create more opportunities for your sales force.

The sales capabilities of Microsoft Dynamics CRM automate your sales processes to boost productivity, gain key insights, streamline sales cycles, and reduce costs, featuring a highly intuitive interface and Microsoft Office—embedded capabilities.

Marketing: Build brand. Engage one to one. Demonstrate impact.

The world is changing and this impacts how companies need to engage. Customers now are 57 percent through the buying cycle before they even involve you. When the customer does reach out, marketers—now more than ever—must be there at every step. Microsoft Dynamics Marketing is a CRM marketing solution that enables your team to plan, execute, and measure campaigns across channels, from start to finish, to bring your marketing vision to life. You can engage customers one to one across channels, build your sales pipeline, and demonstrate the impact of your marketing investments—in real time.

Service: Earn loyalty. Empower agents. Stay agile.

Service organisations are at the epicenter of a company's ability to deliver differentiated and consistent engagement experiences. Organisations empowered by our intelligent customer service solution increase advocacy and loyalty to their brands by creating effortless experiences across self, assisted, and onsite service channels. Our industry leading technologies, including machine learning, and analytics, give our purpose-built solution the breadth and depth necessary for your organisation to meet the challenges of an evolving customer service landscape – and position your brand to capitalise on an everything-as-a-service economy.

The service capabilities for Microsoft Dynamics CRM can help you earn customers for life through personalised omni-channel service, increased productivity, actionable insights and adaptive service models.

Top 10 reasons to choose Dynamics CRM

1. Integrates to Microsoft Office 365 to improve productivity.
2. Ships with an Outlook client to provide Outlook tools across CRM data.
3. Customers' requirements vary and they can choose between on premise or cloud based options, both have the same code set.
4. Pay as you go with monthly subscription.
5. Single source of data across Sales, Marketing and Service.
6. Work with CRM using the device you love. Free tablet and mobile apps are available with every Dynamics CRM license (Android, iOS & Windows).
7. Business process flows allows optimisation of sales process.
8. Personalise interaction with customers through extrapolation transaction history.
9. Dynamic dashboards and Power BI provide interactive intelligence across data.
10. Data security when using CRM Online, hosted in Azure.

At Olympic Software, we have co-created IT solutions that align with our clients strategic objectives for more than 30 years. Contact us today to see how we can help get your business digital and connected with Dynamics CRM.

P: 0800 4 OLYMPIC (within NZ) +64 9 357 0022 (outside NZ)

W: www.olympic.co.nz/crm

E: info@olympic.co.nz

 **OLYMPIC SOFTWARE**
Be digital. Get connected.