



# Legrand CRM

## Customer Relationship Management for ABM

ABM links with Legrand CRM, Australia's leading CRM solution and in use in 16 other countries worldwide. If you want to grow your customer base, strengthen your existing customer relationships and effectively manage your sales team, CRM for ABM is the practical and effective tool, offering a powerful, functional and affordable CRM solution with a short implementation time and high ease of use.

### Customer Focused Organisation

With Legrand CRM it has never been easier to ensure your organization is fully customer focused: information is easily shared, opportunities are easily tracked, activities are easily planned, mailing lists and contact groupings are easily created.

### Marketing Campaigns

Legrand CRM includes a campaigns module to manage your marketing activities and events. You can track targets and respondents to the event, and monitor the resulting sales opportunities.

### Microsoft Office & Outlook Integration

Legrand CRM uses Microsoft Office for reporting and mail-merge, and uses HTML templates to send out personalised emails.

The interface with Outlook is straightforward and effective. Legrand CRM provides direct access to your outlook folders, enabling you to transfer emails, contacts, tasks and appointments back and forth.

### Three Editions

Legrand CRM is available in three different editions to meet your size and functionality requirements. The optional AccountLink module, which enables you to link to ABM, are available to the PRO and CORP Editions of Legrand CRM.

Optional modules are available to manage Customer Service Issues, track serial numbers and warranties, or track service contract expiries, manage memberships or subscriptions.

### Accessible Information

Key financial information about the account status of your customers is available within Legrand CRM's consolidated information center.

Your sales people and account managers can view a customer's outstanding balances, contact information, credit limit and accounting notes - allowing your team to operate more efficiently.

Better still, because this financial information is stored in the Legrand CRM database all Legrand CRM users can view this information, not just those who have the optional AccountLink module.

### No More Double Entry

Full integration with AccountLink means that records created in either ABM or Legrand CRM will be available in both systems. Even data created in Legrand CRM on a remote computer (e.g. for a sales person) can synchronise back to both databases.

The AccountLink module also provides 'live' access to:

- Easily create a new record in ABM from Legrand CRM
- Easily import customer records from ABM into Legrand CRM
- Accounting financial summary information updated live
- 'Create now' the Legrand company as a customer in ABM.
- For every cardfile, view the list of invoices and credits that have been issued.
- Drill-down into the ABM transaction. (Of course this requires that ABM is installed on your computer).

*"Legrand should definitely be on the evaluation list for any company looking at deploying or changing their CRM application"*

Technology & Business Magazine Australia, January 2004.

### Download Evaluation Copy

Go to [www.legrandsoftware.com.au](http://www.legrandsoftware.com.au) to download video clips of Legrand CRM in action or to download a 30-day evaluation copy.

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