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Top 10 Reasons to Integrate ACT! With Peachtree

In today's competitive business landscape, small and medium-sized businesses need the most efficient and effective way to market to, sell to, and service clients. CRM, or customer relationship management, consists of the business processes and software that enable collaboration, performance improvement, and better business visibility across all customer touch points. If customer relationships are an important asset to your business, then effective CRM strategies and software are key to your success.

Building a strong customer base is critical to the success of your venture, and as you add staff and more customers, effective management of those customers will determine your long-term success. By maintaining one set of information you increase the odds that you are working with current accurate data.

CRM software consolidates all customer information and processes into one, holistic view of each customer. This enables customer-facing employees in sales, marketing and customer service to make quick, informed decisions on everything from cross-selling and up-selling opportunities to target marketing strategies and effective problem resolution.

Analyst studies show that on average, companies using Peachtree and CRM software grow their businesses at a rate 2-3 times faster than those that do not. That's because CRM enables businesses to:

1. Win more deals by collaborating throughout the sales cycle.
2. Centralize customer information for all employees to better service customers.
3. Build profitable relationships with customers through more effective target marketing.
4. Increase customer loyalty and drive repeat business.
5. Automate customer-facing business processes and streamline repetitive tasks.
6. Gain visibility into staff and business performance to make timely decisions.
7. Enable collaboration and performance improvement.
8. Gain better business visibility across all customer touch points.
9. Succeed by effectively managing time, customers and sales.
10. Manage all customer and prospect communications from one centralized hub (in an office or on mobile devices).

If you need help integrating ACT with Peachtree Contact JCS Computer Resource, Inc. www.jcscomputer.com 800/475-1047