

CRM.

The integrated and individual CRM system



With the Abacus CRM software you can access all data relevant to your customer relationships from one central, secure location.

Your employees and your customers benefit from this information platform. The CRM software supports reliable relationship management and ensures a solid basis of trust.

No interfaces

All address and customer data entered in the CRM can be used without interfaces by other Abacus applications because of the seamless integration into the Abacus ERP. All related work processes are completed

with a minimum of input effort, saving you valuable time.

Role-based access rights

All authorized persons or departments access the individually configurable CRM database from Abacus. Thanks to the CRM portal with full text search and filter options, finding customer data is simplified. High data quality is ensured due to access and input rights. In addition, access protection can be activated at the business unit level,

which means that only those addresses that belong to the enabled business unit are visible.

Data on the time axis

The details of an address can be managed on a time axis. For example, you can pre-enter future changes to the address for any date. When the date is reached, the adjustment is made automatically.

CRM at a glance



Marketing

- CRM portal
- Lead management
- Campaign management
- Activity management
- Event planning
- E-mail marketing
- Duplicate control



Sales & Services

- Relationship management
- Customer history
- Offer management
- Sales prospects
- Marketing strategy
- E-Dossier



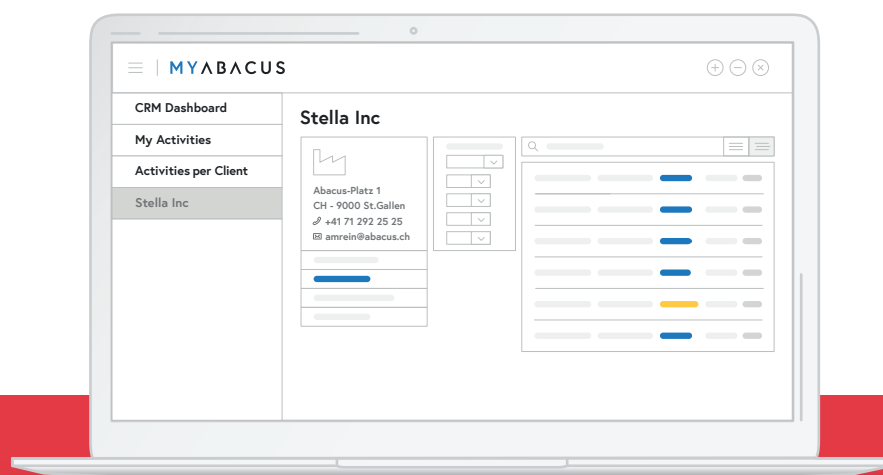
Management

- Management Info Cockpit
- Automatic management summary reports
- Dashboard for mobile queries
- Individual data analysis
- Controlling / Reporting



Integration

- Abacus ERP
- MyAbacus
- Google Maps
- Exchange with Outlook
- Telephone services
- Web-Services, XML



Your benefits

- All companies or divisions use the same CRM database - individual and integrated
- CRM processes are structured and uniformly applied
- The integration into the ERP guarantees high data quality and information

For more information visit: abacus.ch/en/crm

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