



Balkan Services - official Microsoft Dynamics Partner for Microsoft Dynamics CRM

An integrated, adaptable business management solution for effective customer relationship management (CRM) that helps you meet your demands



CRM helps you:

- ✓ Increase customer satisfaction
- ✓ Shorten sales cycles
- ✓ Improve efficiency and increase revenue.

CRM solutions enable automation of many day - to - day tasks for:

- ✓ Sales
- ✓ Customer service
- ✓ Field service
- ✓ Call-center
- ✓ Marketing activities.

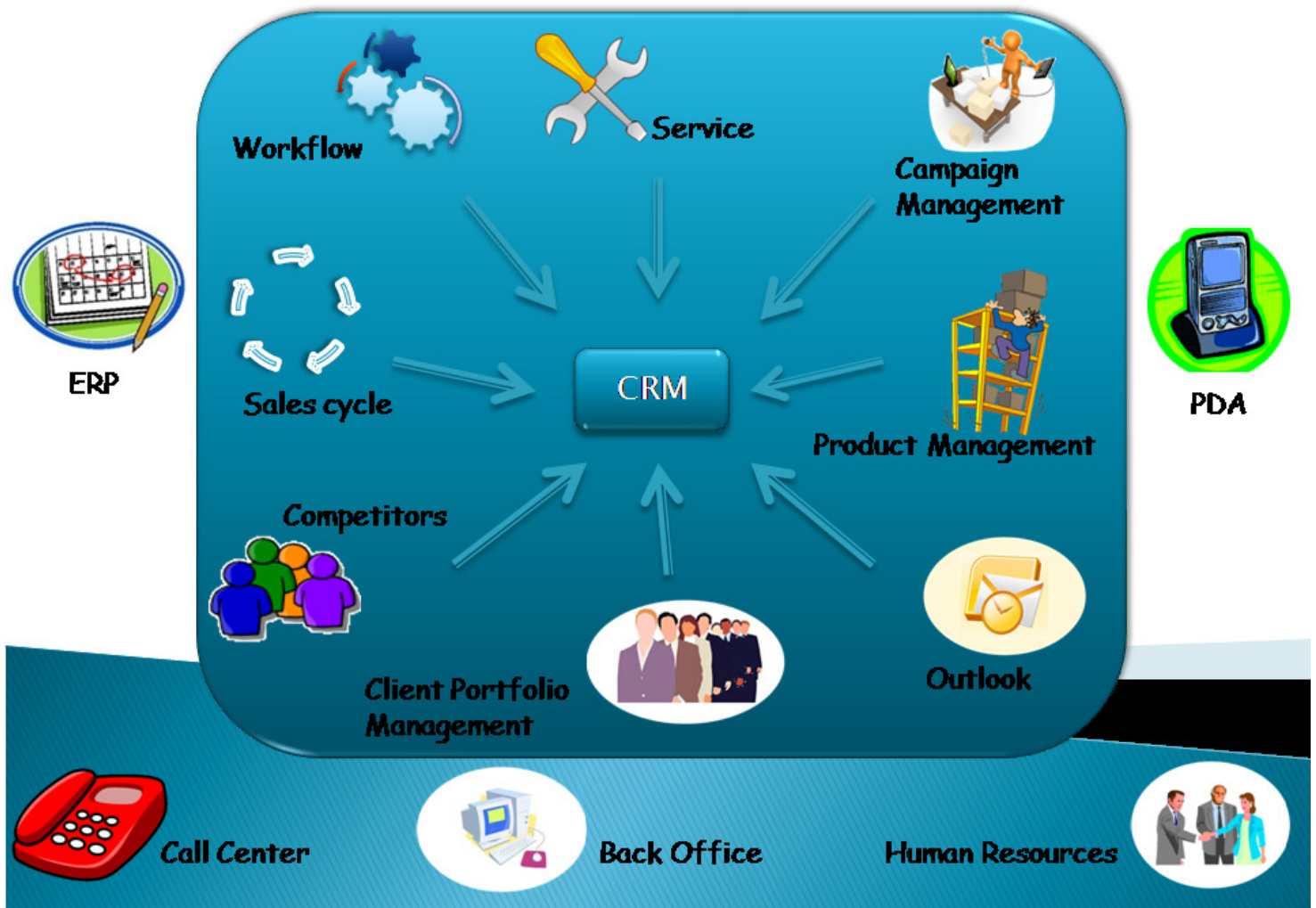
A better way to manage:

- ✓ Your customer groups
- ✓ Create and launch marketing campaigns
- ✓ Track customer activity
- ✓ Manage sales and after-sales processes.

Improve Customer Satisfaction, Deliver Successful Marketing Campaigns, Drive Sales Productivity

- Full accessibility from Microsoft Outlook and the Web
- Completely integrated with your ERP, HR, BI or SCM system
- Specific security features enable users to create, read and update sensitive information
- Ability to work like and with familiar Microsoft software
- Customizable dashboards for quick access to relevant information to a relationship manager
- Unique workflows defined to trigger automated sales process enabling efficiency in deals management

Microsoft Dynamics CRM



➤ Deal Management

Track the progress of deals from initiation to completion. Maintain all information pertaining to a deal.

➤ Client Portfolio Management

Client segmentation based on predefined criteria. No need to browse multiple spreadsheets to extract data snapshots. Keep customers informed.

➤ Campaign Management

Plan and execute campaigns, track responses and monitor results.

➤ Product Management

Ability to map all products with client portfolios and deals.

➤ Service Management

Assign, manage, and resolve support incidents with automated routing of service requests, case management, tracking and auto – response e-mail.