

**Diversity Solutions**

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Business IT Solutions

**Customer Relationship Management**

*Our CRM system is one that enables Companies to organise and communicate more efficiently, allowing effectively for an improved service.*

Today's competitive business environment has given rise to an extremely competitive economy. The focus of attention has shifted from the supplier to the buyer. Companies are now finding that in order to compete with their peers, they must operate seamlessly with their customer.

Globalisation and vast improvements in communication and technology have allowed goods to be produced, transported and manufactured in various parts of the world in order to benefit from cost efficiencies. This, in turn, has meant that many manufacturers are able to make similar products and consequently, there are more choices on the market for the buyer. This has meant that communication on all levels has become fundamental to successful operations, and our CRM package helps you to achieve this.

**Jacques Cilliers**

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Software Engineer

For further Information visit the Diversity Solutions website at:  
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**CRM**

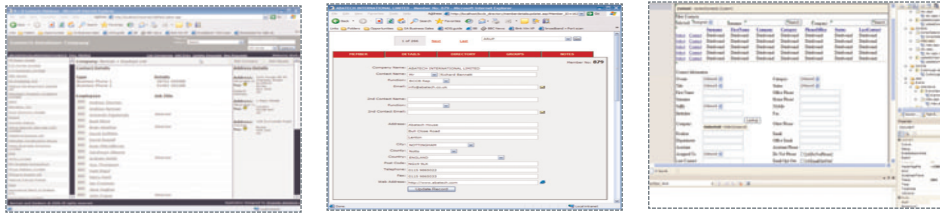
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*We have worked with Diversity Solutions for 3 years now, and have always maintained an equal, honest relationship. The IT service is vital to my Companies operations. I would happily recommend them.*  
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*Customer Relationship Management (CRM) is a business philosophy that has evolved over recent years due to increased global competition. A CRM package will provide you with a detailed understanding of who your customers are and what they want.*

### CRM Research

Research has shown that Businesses embark on CRM projects for a variety of reasons, but more than 85% expect to increase revenue by better understanding their customers. Unfortunately, the insight needed to better understand customers is sometimes buried in a database lost amongst different departments. CRM application will ensure that your business sells, markets and cares for your customers based on their specific needs and preferences. This is done through the introduction of reliable systems, processes and proceedings for interacting with those customers. It is important to remember that a CRM application should not be seen as a one-off product, but more of a change in day-to-day business activity.



### Built for success

A CRM package is a pre-requisite for success in most industries. Allowing an organisation to collect, store and analyse all information about their customer for the next form of communication. Marketers are beginning to understand they can no longer limit their marketing efforts to simply getting customers to purchase more.

A CRM package will provide you with a detailed understanding of who your customers are and what they want. It also builds a full profile of the client which is then made available to other members of the Organisation and allows your team to see each others schedules and to network more efficiently throughout all communications.

### Key Points

As companies now realise that customer service is the key differentiator to increase customer loyalty, a contact centre is now viewed as a valuable asset for building lasting and profitable relationships. By analysing your relationship with your customer, businesses can:

- Increase customer loyalty and lifetime value by tailoring service levels
- Track customer satisfaction by product, segment and cost to serve
- Increase customer satisfaction and decrease costs by predicting service issues, and finally, turn service calls into sales opportunities through enhanced cross-selling.

Our CRM application not only improves customer satisfaction and retention, but also increases employee performance effectiveness and process efficiency. We ensure that your Company can clearly target and personalise communications with their clients. An easy to use foundation ensures that employees have the right information at the right time for good decision making.

*Our CRM application is honestly fantastic. We are so much closer to our customers and able to store exact details about them. We operate far more efficiently and our customers are happier and feel more valued too.*

For more Information contact:

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