



For Executives

Key Benefits

- Funnel corporate resources to where they will have the most positive impact based on real-time performance feedback
- Instantly and quantifiably visualise which areas of your business are doing well and which areas need attention
- Save time and money by automating menial and error-prone tasks across sales, marketing and service
- Improve everyday productivity with anywhere access to actionable information
- Adjust strategies on-the-fly based on reliable forecasts and insightful dashboards

“No other CRM package offered us the flexibility to match our company-specific processes and map so seamlessly into our existing systems. Every single employee is comfortable using Maximizer CRM, which allows them to focus on the industry — not software.”

Tim Edwards, President
Bridge Solutions

To Maximize Corporate Value, Maximize Customer Value

Maximizer CRM is an integrated CRM Suite that delivers decision-making confidence across Sales, Marketing and Customer Service.

Different customers generate different levels of return. By focusing efforts on high-value customers, achieve returns that outperform the market. Customer Relationship Management (CRM) reaches across an organisation to enable repeatably successful marketing, sales and service strategies.

Every interaction with your company — from a preliminary, first-time inquiry to a troubleshooting service call — shapes your brand for the positive or negative. By getting better at managing and leveraging customer data, ensure consistency of experience across all points of access with your company.

Maximizer CRM 10.5 is exceptionally flexible CRM designed to fit precisely to the needs of your small to mid-sized business, your managers and your frontline staff — resulting in more profitable customer relationships with bankable longevity.

Deliver — and receive — greater value from every customer interaction

- Eliminate errors, redundancy and shortfalls in customer service with complete visibility across departments.
- Consolidate information into a single, secure source for anywhere, anytime access from the office, through the web or on a handheld or smartphone device.
- Guide frontline employees to follow step-by-step best practices across sales, marketing and service, customised to suit your industry, goals, markets and brand.

Monitor corporate performance in real-time

- In a consolidated, highly visual workspace, monitor key metrics such as the sales pipeline funnel and forecast, the value of deals in-progress, case monitoring, service billing and lead source summary.
- Rapidly identify which areas of your business are performing to expectation and which need improvement.
- Empower managers to monitor key processes and be alerted of critical performance levels on issues such as untouched leads, lost or abandoned deals, overdue cases or late campaigns.
- Proactively provide critical information to managers with over 175 standard reports including sales forecasts, account activities, phone logs and system reports.

Develop insightful strategies

- Make informed business decisions with easy drag-and-drop dashboards and your choice of various indicators to monitor sales and service performance.
- Enable big-picture perspective by combining existing dashboards into one overview specific to each person or each role.
- Set up Alert Dashboards to show critical areas of your business that require attention.

Maximizer CRM 10.5 Features

- Account and contact management
- Time management
- Task management and automation
- Sales force automation
- Sales forecasting
- Marketing automation
- Email marketing
- Customer service management
- Microsoft Office integration
- Outlook & Exchange synchronisation
- Accounting integration
- Business Intelligence
- Workflow automation
- Partner relationship management
- eBusiness
- Access options: Mobile devices, web, Windows desktop, remote synchronisation

Technology Partners



Certified Solution Provider



Increase everyday productivity to improve the bottom line

- Optimise productivity with action plans that automatically assign tasks to the right person, at the right time.
- Automate menial and error-prone processes to reduce workload, allowing frontline professionals to focus on providing the best possible experience.
- Enable staff to use familiar software including Microsoft Outlook®, Word, Excel®, Lotus Notes, and QuickBooks, directly with Maximizer CRM.



Executive Dashboards: Visualize sales, marketing, and customer service performance at-a-glance.

Make the most of investment and limited IT resources

- Align CRM capabilities to match corporate goals with reduced upfront investment.
- Mitigate long-term financial risk with low total cost of ownership, high user adoption rates and minimised staff downtime.
- Get quick consent from IT with simple configuration, Microsoft-based platform and advanced customisation options.

Get Maximizer CRM today and get Simply Successful CRM

Why Maximizer CRM 10.5

- Simple** and quick to deploy, learn, use and maintain.
- Access** to critical information through mobile devices, the web and Windows desktop options.
- Best value** in its class for full-featured CRM.
- Expertise** of 120,000 customers over 20 years, and over 1 million licenses sold

Maximizer CRM helps small and medium-sized businesses maximize sales, customer satisfaction and profitability through increased business productivity and optimisation of limited resources.

Visit www.max.co.uk for:

- Information based on your role: sales, marketing, service, executive, IT
- Information on CRM and Contact Management
- An overview of features and technology
- Online demos and free trial software
- White papers and webinars on CRM best practices

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Maximizer Software
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