

## 12. ACQUIRE, ENHANCE AND RETAIN YOUR CLIENTS

### Client Relationship Management (CRM)

- ❖ Our call centre will provide you with resources and access to existing clients that are located within your demographics.
- ❖ The system will **directly enhance your sales** by providing service geared towards the specific customer, your sales team will have access to business details, client service history and client notes.
- ❖ The CRM system and database enables our business to identify, reward and (most importantly) understand our customers needs, in turn, **retain long term business.**

