

Customer Relationship Management (CRM)



Why CRM

CRM is an organisation's core business function that provides insights into your customers and their needs through a series of strategies, processes, technology and organisation initiatives. It enables you to understand your customers, build sustainable relationships and increase business value from these relationships.

In an increasingly competitive landscape, superior customer experience is the key to sustained profitability and growth. Customer experience is the cumulative outcome of a series of interactions and relationships that customers make and build with your organisation through face-to-face interactions, emails, web and call centres for sales, marketing, customer service and support related purposes.

CRM, which primarily drives customer acquisition, development and retention in a sustainable manner, is instrumental in propelling business growth and is integral to any corporate strategy. Through effective CRM, not only can you add value to your customers, you can also enhance and extract greater business value from your relationship with them. The outcome is win-win for you and your customers.

Microsoft Dynamics CRM can be used for

Marketing Management: Improve marketing productivity

Microsoft Dynamics CRM provides a holistic, comprehensive set of marketing capabilities including campaign management features, and insightful marketing analytics to increase the effectiveness of marketing programs, generate demand, and better track marketing key performance indicators.

Sales: Expedite sales closure

Microsoft Dynamics CRM enable salespeople to create a single view of the customer with tools that streamline and automate everyday sales processes promoting shorter sales cycles, higher close rates, and improved customer retention, allowing sales professionals to work faster, smarter and spend more time selling.

Customer Service: More responsive service

Microsoft Dynamics CRM provides a comprehensive customer service solution which includes customer information, case management, service history, and support knowledge, enabling customer service personnel to deliver consistent, efficient service that enhances customer loyalty and profitability.

Advantages for using Microsoft Dynamics CRM

Easy to Learn and Use

Microsoft Dynamics CRM works seamlessly with Microsoft Office products, including Word and Excel. Using familiar interface eliminates the need for training and frees up your time to focus on the people and activities that make a difference.



"...Customer Capital Consulting...was able to understand our unique challenges to help us to successfully develop a strategy and implementation roadmap for us.. We are very happy with the extra efforts and the quality of the work by Chieh Sze and her team..."

- Project Director
Singapore Government Agency

"...The success and effective acceptance of this system – DoVE has not been possible without Customer Capital's effort in helping us with the system. We have spoken to many other vendors but none has the ability to demonstrate the domain and solution expertise as effectively as the partner - Customer Capital Consulting Pte Ltd.

...We are grateful for the assistance and happy with the partnership with Customer Capital.. We look forward to more exciting projects with the Customer Capital and Microsoft!

-Project Manager
Large Singapore Non Profit Organisation

"After a successful launch of our CRM project.., I would like to express my sincere thanks and gratitude to you ..Your inputs and guidance in the various CRM functional & technical areas, as well as insights into the business impact considerations, provided invaluable advice in assisting the project management team to avoid potential pitfalls that could have negatively affected the overall success of the project implementation...."

- CIO and Vice President for Malaysia
Fortune Global 50 Company

Automate and Streamline Processes

The solution incorporates best CRM practices and create consistent procedures that save time; streamline recordkeeping through automation and on line data tracking, enable reporting compliance; and allows analysis to be perform with easy to execute queries.

Reduce IT Complexity

You will not need to procure any hardware nor software. Microsoft Dynamics CRM Online is hosted at Microsoft in a Singapore based Data Centre. Your online database is protected by the latest security technology and backup systems. Your customer data, interactions and activities data are secure and your staff's productivity is enhanced through adoption of the latest technologies.



About DoVE

Customer Capital Consulting's DoVE Solution is a full suite solution built specially for the Singapore Voluntary Welfare Organisations (VWOs). Powered by Microsoft Dynamics CRM, the system is fast, familiar, and flexible, helping VWOs of all sizes to find and grow sustainable relationships with their donors, volunteers, beneficiaries, manage their donations etc, all localised to the Singapore context.

About Customer Capital Consulting

Customer Capital Consulting is an established consulting firm specialising in CRM business and technology solutions. Founded by a team of highly qualified professionals with firsthand understanding and deep insights in CRM strategy, process, and technology solutions, our consultants have successfully led multiple CRM projects at international consulting firms, multinational corporations, government agencies and various businesses across Asia Pacific.

For more information

To learn more about Customer Capital Consulting services, visit www.customercapital.com.sg. Contact us now at 6534 8819 or email : info@customercapital.com.sg [for VWO related enquiries, email: dove@customercapital.com.sg]