

## **Top CRM provider appoints E-CRM**

*E-CRM Solutions is proud to announce a link up with Customer FOCUS who provide powerful & affordable marketing driven CRM / ERP software developed to help small & medium sized companies manage & develop their business. Customer FOCUS includes large company features at an entry-level price, and is ideal for manufacturers, wholesalers, distributors, IT companies, service and support companies, accountants, architects, local government and many more business and organisation types.*

Nationally recognized CRM software developer Customer FOCUS has appointed Bath based E-CRM solutions to become its premier reseller for the Bath, Bristol and Swindon postcodes.

Andrew Talbot, managing director of Customer FOCUS said: “We have been looking for a premier reseller for the M4 / M5 corridor for sometime and the experience and expertise that E-CRM offer was exactly what we are looking for. I am sure that many smaller and medium sized businesses in the area will now benefit from what Customer FOCUS can bring to their business and now we are sure that it will be implemented and supported properly too”.

Richard Hill, a director of E-CRM said: “Customer FOCUS allows smaller and medium sized businesses to enjoy the benefits of CRM and ERP software, that larger businesses have had for some years, at an affordable price. Customer FOCUS is a recommended software partner for companies that have been invested in by 3i, as the software is realistically priced for SMEs and designed to help ambitious companies grow. This and the fact that Customer FOCUS can produce very detailed reports about all areas of the business – information vital to profitable growth – means we are delighted to be appointed as the premier reseller for Bath, Bristol and Swindon.”

Research indicates that many more smaller and medium sized companies want to adopt more detailed marketing and distribution strategies supported by software to help them increase their sales. Feedback from the market place suggests that they feel that many specialist CRM and ERP software applications are too expensive and cannot be easily integrated into their other business systems.

Feedback from users also shows that most CRM and ERP packages are too complicated to use and the lack of integration makes them a non – business critical system, as they do not offer enough benefits to the users. Customer FOCUS has tackled both these major barriers by creating simple user interfaces and wizards that link seamlessly with other applications from accounts systems to website contact forms. User feedback shows this approach is popular with positive feedback about the simple feel and ‘big button’ approach.

E-CRM Solutions stated approach is to help clients ‘to get and to keep more customers who stay with them longer’ by providing software (Customer FOCUS), consulting, training, data integration and project management services alongside direct and internet marketing capabilities.

After reviewing the packages currently on the market E-CRM selected Customer FOCUS because Customer FOCUS is powerful & affordable marketing driven business software developed to help

small & medium sized companies manage & develop their business.

In addition:

&#61607; It will work with most leading accounts packages

&#61607; There is an affordable entry level investment from £150

&#61607; There is a wider range of functionality than traditional CRM / ERP systems

We were also impressed with the positive feedback from existing users. An example of that positive feedback was that from VRC Office Supplies who said: "When you're looking for business software it can be like dipping your hand into shark infested waters. Customer FOCUS listened to our requirements, studied our business processes and came back with a total solution without any need for the hard sell. Our Return on Investment was under 12 months, and we have still not reached the capacity of the product so we are confident that Customer FOCUS will be responsive and proactive to our business for many years to come."

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Customer FOCUS started trading in January 2000 and is the developer of the CRM / ERP software packages Customer FOCUS & Transaction Office. Both these packages can now be delivered as a PC or Web Enabled Application. There are currently more than 600 sites and 10,000 users throughout Europe using the software and a fast growing network of resellers Clients' range from multi-national corporations to small family owned businesses. Our aim is to grow our business by customer satisfaction and recommendation.

Bath based E-CRM Solutions provides Customer Relationship Management, Internet Marketing and Marketing services. E-CRM's approach is to help clients 'to get and to keep more customers who stay with them longer' via CRM solutions, websites and ecommerce, search engine positioning and optimization, viral campaigns, intranets, extranets and web conferencing.

### **Contact Information**

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### **Keywords**

[crm](#)

[customer relationship management](#)

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