

MAXIMISES
sales OPPORTUNITIES

INCREASES
customer LOYALTY



CUSTOMER RELATIONSHIP MANAGEMENT

MCS' CRM module simplifies the process of understanding and responding to clients' needs and preferences to help you improve customer satisfaction and retention.

Features & Benefits:

- **Highly Customisable** – for convenience
- **Company/Contact Management** – for ease of searching
- **Powerful Reporting** – for in-depth analysis
- **Lead Monitoring** – to manage every opportunity
- **Campaign Management** – for continued awareness of your products and services
- **Links with MS Outlook** – for seamless electronic processes
- **Security & access levels by user and functionality** – for complete control
- **Diary & Scheduler** – for improved business efficiency

Centralised within the MCS Windows hire application, this browser based module enables you to quickly build, store and share 'up to the minute' comprehensive customer and prospect details across departments and multi-site locations to improve staff knowledge.

Equipped with a thorough understanding of your prospects and clients business needs, MCS-crm helps you to carry out targeted marketing, promotions, campaign management and lead monitoring more effectively for increased revenue.

The system manages current and historical information, reminders and even escalations to ensure you never miss an opportunity. It can offer your business a key differentiator when competing against other hire organisations offering the same products, quality of service and competitive rates.

*Track
 Consolidate **Manage***

The simple 'point and click' customisable screens enable you to search on any field and easily switch between a variety of data from document attachments to marketing campaigns and reports.



The wealth of functionality within the module includes:

- Agreed Pricing & Discounts
- Opportunities & Quotes Pending
- Status of Hire Contracts
- Correspondence Tracking
- Diary and Scheduler
- Action and Opportunity Management
- Tracking



From sales and marketing teams to hire controllers, customer service departments to management and board level, MCS-crm supports your entire business by providing a personalised service throughout every business transaction.



To find out more about how MCS-crm can assist your hire business, contact MCS at one of the offices below.

Profitable
Responsive **Flexible**



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