

# | Customer Relationship Management



**Build Lasting Business Relationships**

**NAVISION ATTAIN<sup>®</sup>**

**NAVISION<sup>®</sup>**  
*The Way to Grow*

# Solutions for CRM

To stay competitive today, you must be able to find and keep the right customers and manage those relationships for maximum value. You need a business management system that gives you the information you need to help you identify and focus on those customers who are profitable not only today but tomorrow, too.

Navision Attain® provides you with an instant overview of all your important business information so that you can deliver exceptional value from the first point of contact to after-sales service. With Navision Attain, you can focus on your most lucrative business relationships. Your customers will appreciate the quality of attention and you will win their loyalty.

## Facts

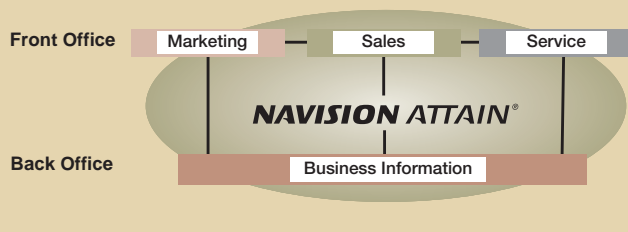
Navision Attain for CRM enables you to:

- Make smart decisions about your customers, prospects and partners
- Improve the quality of every business interaction
- Deliver superior customer service profitably

Navision Attain offers a set of integrated customer relationship management solutions that correspond to the needs of your organization.

## The Complete Picture

▼ Navision Attain links critical business information with your sales, marketing and customer service data.



The more you know about your business relationships, the smarter decisions you will make. The tight integration between Navision front office solutions and financial management solutions means that you have the precise information you need to make everyone in your organization a customer expert.

Navision Attain helps you make smart decisions all the time, ensuring maximum value from all your business relationships.

### Find Your Sweet Spot

Some of your customer relationships are more lucrative than others. How do you identify them? And, more importantly, how do you keep them?

Navision Attain helps you find and focus on your most profitable customers. Access to sales information lets you identify them, and you can hold on to them with superior service and more efficient sales and marketing.

### Create Targeted Campaigns

You're planning a marketing campaign, but you're not sure which customers to target. Targeting your entire customer base is costly. And how can you be sure they'll buy?

Use Navision Attain to profile your customer contacts so that you can create segments. Segments help you fine-tune your campaign to target those customers who are the most likely to buy. Navision Attain helps you increase your response rate by making more efficient use of your business data.

### **Provide Great Service Profitably**

Building lasting relationships requires following up sales with service. You know that when it comes to service, your customers have high expectations. And with the number of service organizations out there, you can't afford to disappoint them.

Customers differ — they all have their own specific needs. Some want to be billed weekly and others prefer to be billed annually. And then there are some who have preferred technicians and servicing times. How do you satisfy all these demands and still stay profitable?

In Navision Attain, you can create personal profiles for each customer. You can provide an exceptional level of service — every time — making each and every customer feel important. What's more, you can do it profitably because Navision Attain provides you with the information you need to make cost-effective decisions.

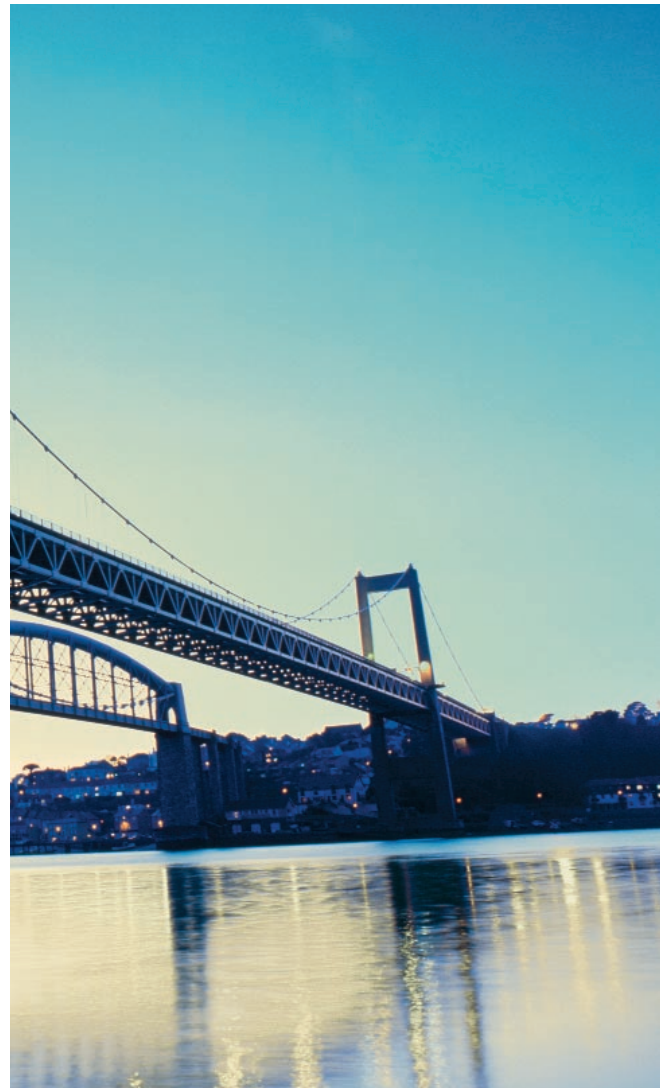
### **Make Every Customer Interaction Count**

A customer calls with a question, only to have to repeat it to three different operators before finally getting the answer. Sound familiar?

With Navision Attain, this situation becomes a thing of the past. By providing all customer service employees with access to all customer data, you will improve the quality of every business interaction. Your customers will notice the difference. They will see that their needs are being met and, as a result, they will come back to do business with you time and again.

### **Contact Your Partner**

To learn more about Navision Attain for CRM, contact your local Navision Solution Center. They have the expertise to meet your specific business needs. To find your local Navision Solution Center, visit our Website at [www.navision-us.com](http://www.navision-us.com).



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## About Navision

Navision is a leading global provider of cost-effective and adaptable integrated business solutions that help companies in their quest to grow. The company has 127,000 customers worldwide, a global network of more than 2,200 partners, and over 1,000 employees in 26 countries. The Navision product line consists of Navision Axapta®, Navision Financials®/Navision Attain®, and Navision XAL®. The company is headquartered in Vedbæk, Denmark. You can learn more about Navision a/s on the Internet at [www.navision.com](http://www.navision.com), or visit Navision US at [www.navision-us.com](http://www.navision-us.com).