Maximizer™ CRM Live

Overview and Highlights - Maximizer CRM Live

"In today's world, businesses need a tool that helps flourish client relationships. Maximizer CRM Live is that tool for our firm. Maximizer CRM Live saves money, requires very little training, and gives results!"

Edward J. Zeches, Jr., President
Zeches Financial Services, PC

Maximizer CRM 11 Live Features:

- Account and contact management
- Time management
- Task management and automation
- Sales force automation
- Sales forecasting
- Marketing automation
- Email marketing
- Customer service management
- Microsoft® Office® integration – Outlook® and Word®
- Business Intelligence
- Access options: the Web and mobile smartphones & tablets

Proven CRM Solution Meets Cloud Simplicity

In today's competitive marketplace, businesses require technology that is flexible enough to meet their changing needs, while adding value in a cost-effective manner. Cloud-based offerings do just that by delivering feature-rich business tools to users while removing the need to manage and maintain complex hardware infrastructure and an in-house IT team and support systems.

For over 20 years, Maximizer™ CRM, delivered as an on-premise solution, has been the software solution of choice for small to medium-sized businesses and divisions of large enterprises. With more than 120,000 customers and over one million licenses sold across a variety of industries, Maximizer CRM has helped companies like yours maximise revenue and deliver the level of customer satisfaction that earns repeat business. Maximizer Software fuels your business success with simple, accessible, adaptable CRM that provides the best value in the market.

Now Maximizer CRM is also available through a web-based monthly subscription; Maximizer CRM Live is a powerful cloud-based business productivity solution that is easy to deploy, use and maintain. With its award-winning features, a robust platform, easy deployment and affordable monthly subscription model, Maximizer CRM Live combines a proven, powerful CRM solution with the simplicity and ease of working in the cloud.

- Quick Deployment: Simple set-up means you can be up and running within hours from the time of subscription. With little need for customisation out-of-the-box and no software to install or complicated technology server setup, you can begin transforming your business right away.
- Simplicity: Using your Web browser, Maximizer CRM Live is easy- to-use, with little technical expertise required and no need to manage and maintain complex hardware infrastructure.
- Choice & Flexibility: Maximizer CRM Live is built on the same data model as Maximizer CRM's on-premise solution, giving you the choice and flexibility to migrate from one deployment option to another as your business requirements change, with minimal technical requirements and without any data loss.
- Low Upfront Costs and Better Operating Expense Predictability: Hosting data and applications in the cloud eliminates the up-front investment in software licenses, operating system licenses, databases, servers, backup equipment, etc. With subscription pricing, your capital expenditure is turned into predictable operating expenses.
- Automatic Feature Upgrades: Benefit from the latest feature enhancements and upgrades for Maximizer CRM Live as soon as they are available.
- Secure & Robust platform: Powered by Microsoft® Windows Azure™ – Maximizer CRM Live is built on a scalable, load-balance robust platform, with a 99.5% uptime guarantee.

"We are a small partnership with limited IT resource. Maximizer CRM Live provides us with a very cost effective solution to the management of our relationships with our clients. It is very affordable and easy to deploy and administer."

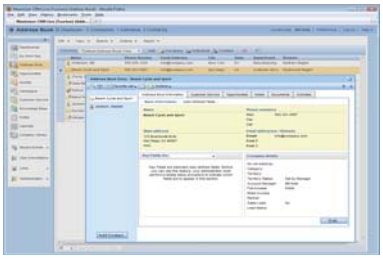
Stephen Phipps, Managing Partner
Corporate LifeCycles Inc.

Maximizer CRM Live is managed by Maximizer Software with the data and infrastructure maintained on the Microsoft Windows Azure platform. There are no unique server requirements for using Maximizer CRM Live; rather customers pay a monthly fee for each unique user accessing Maximizer CRM Live.

Powerful, Affordable CRM

For as low as £25 per user per month, Maximizer CRM Live provides organisations with a full-featured CRM application designed to drive more sales, improve marketing effectiveness and enrich customer service interactions.

Maximizer CRM Live Subscription		
	1-4 Users	5+ Users
Cost	£30/user/month	£25/user/month
Payment Term	Annual	
Database Storage	1GB	
Outgoing Emails Daily Limit	1,000 emails/organisation/day	
Maximum recipients per regular email	50	
Maximum recipients per email campaign	50	
Access Options	Web, Mobile (Smartphones/Tablets)	
Extras & Add-Ons		
Database Expansion Packs		
Increase to a Total of 5GB	Price on Application	
Increase to a Total of 10GB	Price on Application	
Mass Email Packs		
Silver (50,000 outgoing emails/month)	Price on Application	
Gold (100,000 outgoing emails/month)	Price on Application	
Outgoing Emails Daily Limit	Unlimited (monthly limit applies)	
Maximum recipients per regular email	100	
Maximum recipients per email campaign	Unlimited	



A 360 View of Customers:
Manage your customers more effectively by consolidating all customer information and communication into one holistic view.

Sales

Increase productivity & effectiveness to maximise your wins

Maintain sales momentum, track and measure individual and team performance and generate accurate forecasts.

Engage customers with a responsive, timely sales approach

Gain an edge over competitors and equip your team with the most impactful sales force automation solution that provides access to customer and sales information — when they need it, wherever they are.

- Update customer, lead and sales information through multiple access options - through a web browser or on handheld devices (BlackBerry®, Windows Mobile®, Apple® iPhone™, Google® Android™, Apple® iPad2™, Blackberry® Playbook™).
- Access popular programs directly from within Maximizer CRM Live such as Microsoft® Outlook® for email, calendar and tasks, Word® for letters and quotes, and Excel® for importing data and exporting reports.
- Document the entire history of each customer's lifecycle — tracking conversations, transactions and incidents to help deliver greater value over time.

Measure performance and potential

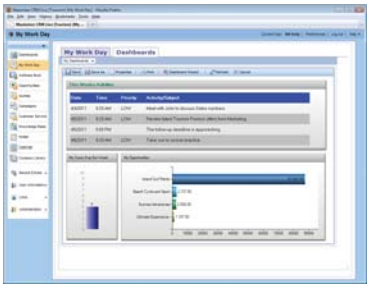
With wizard-driven dashboards, managers begin each day with a visual health check on leads, opportunities and deals in progress.

- Gain actionable insight by checking your personalised dashboard for a visual snapshot of sales leads, opportunities and account status.
- Stay updated on team, territory and individual performance, ensuring accountability and the required level of motivation within your sales organisation.
- Keep tabs on your biggest deals by staying alerted to important changes in their status.
- Analyse opportunities and adjust strategy accordingly with instantaneous reports that deliver insight through sales pipeline funnels, lead summaries and forecast analysis.
- Manage products, quotes and orders linked to sales opportunities to accurately track the entire sales and purchase cycle.

Optimise sales resources to make the most of talent and expertise

Increase close ratios by modeling best sales practices that guide salespeople through a proven process.

- Apply sophisticated, custom methodologies to better manage unique opportunities, or take advantage of simple Action Plans and built-in templates that keep straightforward deals moving ahead.
- Drive more sales through channel partners with Partner Relationship Management lead assignment and forecasting.
- Automatically assign leads and accounts based on territory rules ensuring that high potential opportunities flow to the appropriate teams and reps.
- Track the progress of deals in the pipeline with territory reports.



Real-time Visual Snapshots:
Gain actionable insights by checking your personalised dashboard for a visual snapshot of activities, sales leads, and opportunities.

Marketing
Target precisely to maximise response & ROI

With the powerful, built-in campaign manager and email marketing engine, you can validate and execute more targeted, cost-effective campaigns. Spend marketing dollars wisely by measuring results and redirecting resources to initiatives that generate proven returns.

Fill the sales pipeline with targeted leads
Make the most of every outreach and ensure solid follow-up every time, by tightening up the tactics of your email-based marketing.

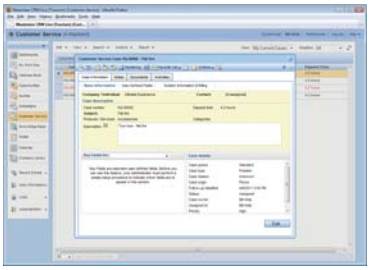
- Target customers and prospects quickly with relevant content using easy profiling and list management.
- Comply with privacy, do-not-call and anti-spam legislation with out-of-the box, system enforced safeguards.
- Set-up automated processes for lead management, such as automatically responding to web inquiries with a series of emails and alerting the appropriate sales representative to follow up. Collect data from web forms directly into Maximizer CRM Live, including any custom fields.

Identify what works by tracking campaign results
Automatically calculate campaign ROI — instantly see conversion rates, evaluate the cost of customer acquisition and interpret response rates to focus on what's working.

- Track the progression and outcome of opportunities by campaign to determine the link between targeted marketing and closed deals.
- View campaign response rates at-a-glance to identify which tactics are most successful.

Improve marketing productivity
Effectively manage marketing resources to optimise time and budget on high-yield projects that contribute to the bottom line.

- Keep track of important campaign details and deadlines by assigning step-by-step action plans to team members.
- Share marketing collateral and documents across your organisation to ensure consistent branding and communications.



Maximise your customer satisfaction: Shape your customer's experience by providing your service and support teams with the information and tools to interact and resolve issues quickly and efficiently.

Customer Service & Support
Resolve issues faster to maximise your customer satisfaction

Shape your customer's experience by providing your service and support teams with the information and tools to interact and resolve issues quickly and efficiently. Satisfy customers by delivering exactly what they need, when they need it, helping them to become self-sufficient. Leverage new found customer confidence to cross-sell, up-sell and promote repeat business.

Navigate service issues to rapid resolution
With timely access to product and customer information, service representatives deliver greater value on every call.

- Track, escalate and resolve customer service issues received through any incoming channel (phone, email or web) to ensure follow-through on every interaction.
- Resolve issues faster with a central repository of critical customer case details and a knowledge base of common incident resolutions.

About Maximizer Software

Maximizer Software delivers Customer Relationship Management (CRM) software and professional services to meet the needs, budgets and access requirements of entrepreneurs, small and medium businesses and divisions of large enterprises.

Simple, easy to use and affordable, Maximizer® CRM enables companies to mobilise their workforces through all-access Web, Mobile and Desktop delivery methods.
Easily configurable for organisations in any industry, Maximizer CRM optimises sales processes, enhances marketing initiatives, and, improves customer service to ultimately boost productivity and revenue.

Headquartered in Canada, with worldwide offices and business partners, Maximizer Software has sold over one million licenses to more than 120,000 customers since 1987.

Technology Partners

Microsoft GOLD CERTIFIED Partner

BlackBerry Alliance Member

Powered by Windows Azure

Certified Solution Provider

Manage resource allocation to ensure your team's profitability

Give service reps access to the big-picture view of where to focus their efforts for success and the tools they need to be more efficient on every interaction.

- Make the best use of specialised knowledge by assigning and escalating cases based on expertise.
- Get clarity on interaction volume and assign staff to match demand on products, service lines or channels.
- Ensure service agreements are renewed on a timely basis by tracking contract expiration dates.

Measure and improve service quality

Automate internal processes to prompt reps at every step and track team performance.

- Deliver timely service by automatically notifying reps of new case assignments and overdue cases.
- Analyse case queues to ensure customer satisfaction and retention remains high.
- Gain a clear view of your overall service record with real-time access to critical customer service metrics through the dashboard.

CRM That Provides Choice and Peace of Mind

Subscribe to Maximizer CRM Live and have the peace of mind to know that you can migrate to Maximizer CRM's on-premise solution as your business requirements change, with minimal technical requirements and without the risk of data loss.

Why Maximizer CRM 11?

1. Simple & Quick to deploy, learn, use and maintain
2. Access Options through web, desktop and mobile smartphones
3. Value. Best Value for a full-featured CRM, low total cost of ownership
4. Expertise. More than 20 years as a pioneer and leader in CRM.
5. Choice & Flexibility to migrate between the cloud and on-premise.

Visit www.max.co.uk for:

- Information based on your role: sales, marketing, service, executive, IT
- Information on CRM and Contact Management
- An overview of features and technology
- Online demos and free trial software
- White papers and webinars on CRM best practices

Maximizer CRM helps small and medium-sized businesses maximise sales, customer satisfaction and profitability through increased business productivity and optimisation of limited resources

Maximizer Software
Simply Successful CRM™

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