

Maximizer Customer Relationship Management



Maximizer Software is a leading provider of simple, accessible, customer relationship management (CRM) solutions, providing the best value for small and medium-sized businesses. As a pioneer in the CRM industry for more than 20 years, Maximizer CRM offers sales, marketing, and customer service users and managers their choice of access to customer information – through mobile devices, online, or your desktop.

Maximizer Software has sold over 1 million licences to more than 120,000 customers ranging in size from entrepreneurs to multinational organisations including Siemens, Cathay Pacific, Oxford University Press and HSBC. Maximizer Software is a global business with offices and over 400 business partners.



Maximizer CRM

- > Instant Access to your Contacts via PC, Mobile, Laptop and the Web
- > Sales Executive Dashboard
- > Opportunity Management
- > Real Time Alerts
- > Sales Funnel Reports
- > Sales Forecasting
- > Outlook Integration
- > Calendar Updates
- > Real Time Searching
- > Telephone Integration
- > Customer Service
- > Marketing Campaigns

Case Study: **Dublin Airport Authority (DAA)**

Industry: **Airport Management**

Product: **Maximizer CRM 10.5**

"Maximizer CRM's security features enabled us to encrypt information by category, restricting access to relevant personnel. As an organisation with high profile clients ranging from royalty to presidents, prime ministers and high profile business clients, it is imperative to enforce the utmost security standards in all our procedures. Maximizer's CRM's security features mean we can enforce the utmost security standards in all procedures"

Mary Leahy, Head of Protocol, Dublin Airport Authority (DAA)

DAA is tasked with the management, operation and development of Dublin, Cork and Shannon airports in Ireland as well as domestic and international airport retail management and investment. The company uses Maximizer as a reservation and booking system for its VIP clients.

Enhanced Security Features

Maximizer CRM was selected by DAA over other providers due to its enhanced security features. These allow highly sensitive information about customers to be held securely on a central database, rather than relying on this information being passed on via word of mouth or by email. The solution enables DAA to easily consolidate and clearly categorise this information, which can be accessed by authorised users on-site or by logging-in remotely.

Case Study: **Combiflow Ltd**
Industry: **Manufacturing and Distribution**
Product: **Maximizer CRM 10.5**

"We had a bad experience when our previous provider was acquired and we had no desire to repeat that. One of the main reasons we chose Maximizer CRM was because of the very high quality of expertise and support that Software Support Systems promised, and they have not disappointed."
Morgan O'Brien MD Combiflow Ltd

Established in 1988, Combiflow Ltd is Ireland's leading supplier of process pumping and conveying products, supplying a range of liquids handling equipment from pumps to mixers and vacuum equipment. The company has offices in Dublin, Cork and Belfast.

Combiflow originally invested in CRM to integrate all of its data into one centralised system. The CRM solution needed to be affordable as well as user-friendly for both in-house and remote workers. It was also essential that the system allowed easy access and seamless integration of sales and marketing data gathered across its three offices and from its remote workers, allowing sales representatives more time in the field and less in the office.

Maximizer CRM stood out for its affordability, simplicity, ease of use, remote access capabilities and the quality of Maximizer's certified business partner, Software Support Systems.

A key factor in choosing Maximizer CRM was the central interface, which allows users to view important sales, marketing and customer service and support details. Maximizer CRM's database is also straightforward and easy to navigate. The onscreen appearance of Maximizer CRM is the same whether the user is logged into the desktop PC in Combiflow's offices or through wireless web facilities. The level of service that would be provided through Software Support Systems, also impressed Combiflow.



Do you know where your sales are headed ? Would you like to know more about how CRM can help your business grow ? Call Software Support Systems today to see how Maximizer CRM can help, or visit www.software-support.ie for more detailed product information.