



# MCS Customer Relationship Management helps you win new business and retain it

**At a glance:**

- Gain a 360° view of your customers**  
Consolidate all your customer data into a centralised store.
- Visibility of your hire business**  
Seamlessly integrates with MCS-*rm* and MCS-*fin* to provide complete visibility of your sales, hire and financial lines of business.
- Provide more targeted services**  
Improve customer satisfaction and relationships to retain loyalty.
- Optimise your sales processes**  
Maximise sales opportunities with streamlined quotation management and lead monitoring.
- Benefit from powerful reporting**  
Conduct in-depth sales analysis to support better informed, faster decision-making.
- Manage effective marketing campaigns**  
Increase marketing efficiency while boosting sales and revenues by using marketing campaign management tools.
- Support your teams**  
Fully configurable to the way your business works and intuitive and easy to use.

*With MCS CRM (Customer Relationship Management) your sales and marketing teams are equipped with a single view of your customer and prospects and have all the tools necessary to acquire, progress and close new business. This helps you attract new customers and deliver a service that builds loyalty.*

**A tailor-made CRM package**

First, MCS CRM efficiently manages the information on your customers and prospects in a single, unified and centralised system that can be securely shared and analysed. It ensures that you have a single point of data entry, eliminating duplication, improving accuracy and efficiency.

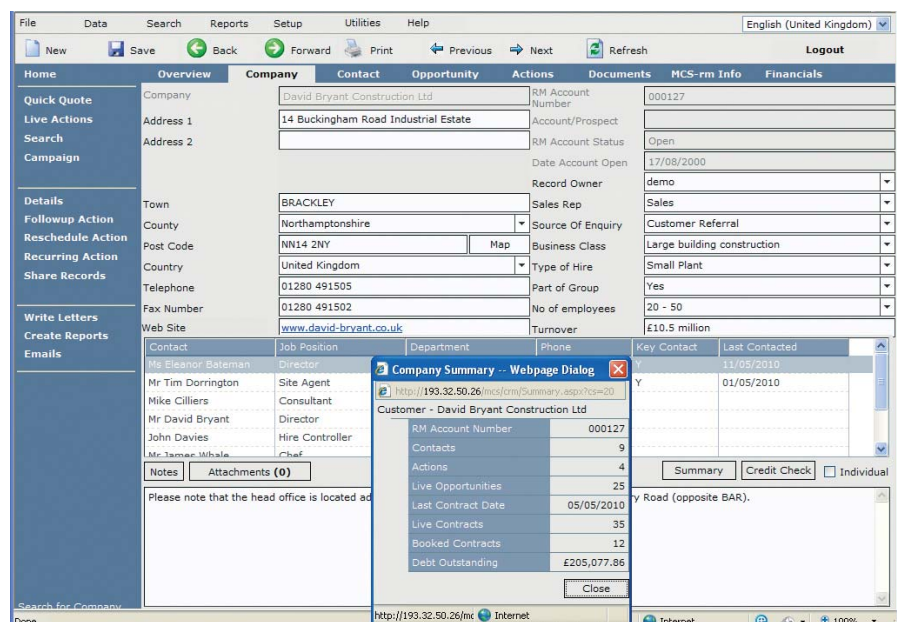
You are able to respond more effectively and offer a truly personalised service that differentiates your hire business. In addition, MCS CRM helps you to better manage your sales pipeline and marketing campaigns. No opportunity is overlooked in enabling you to win and keep business. MCS CRM also seamlessly

integrates with MCS-*rm*, MCS-*vr* and MCS-*fin* to provide complete visibility of your sales, hire and financial lines of business.

**Contact Management**

Capture all your customer knowledge (figure 1) such as sales and service history, contract status and history, outstanding quotations, pricing and discounts, correspondence tracking, credit limits, outstanding payments and so on. Having accurate, real-time data, supports personalised sales and marketing decisions to drive customer satisfaction and retention.

*Figure 1 – Gain a single view of your customer interactions*



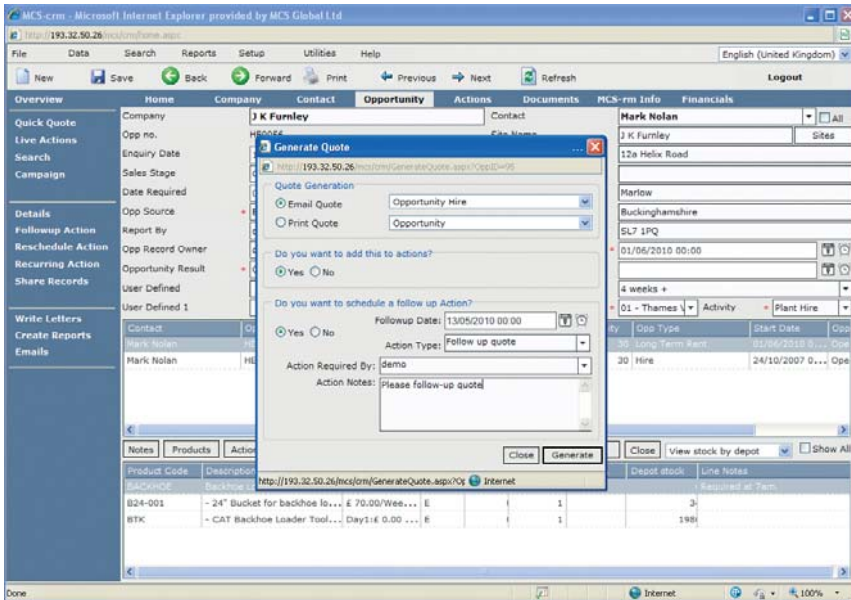


Figure 2 – Use Quick Quote to generate a quote and set follow-up actions

### Sales Force Automation

MCS CRM guides your sales teams through a streamlined, defined sales process to successfully close the deal. To give three examples of how your sales processes will be optimised:

#### • A streamlined quotation process

With 'Quick Quote' (figure 2), you rapidly capture information from your contacts, whether the in-coming enquiry relates to product lines, hire or sales of equipment or basic pricing. Using your own customised templates, you can convert an existing quotation to a contract, ready for your hire desk to pick up directly in MCS-rm via the Daily Diary or the Contract status page.

Figure 3 – Manage your marketing campaigns with MCS CRM

Campaign	Contact	Actions					
Campaign	Created Date	Type	Start Date	End Date	Target Set	Target Achieved	Status
Marks Campaign	23/11/2009	Mailing	23/11/2009	27/11/2009	10 responses	7 responses	Completed
DM Specials	19/08/2008	Cold Calls	19/08/2008	19/08/2008	50 Calls	Yes	Completed
Christmas Special	01/11/2007	Letter shot	01/11/2007	31/12/2007	40 letters	11 quotes	Completed
November Promotion	31/10/2007	Cold Calls	31/10/2007	30/11/2007	25 Calls	1 lead	Completed

#### • Manage your leads

With a unique 'Opportunity' page, you can create, amend or overwrite a quotation and send it to a designated contact via your preferred delivery method.

#### • Tasks and Actions

Automate and manage all your sales activities and tasks. Define your tasks, link them to relevant actions and assign them to a specific contact, along with reminder notifications and due dates and track these tasks and actions against a specific company or individual contact. You can then escalate and report on outstanding tasks to ensure that prospect commitments are not overlooked and tasks are completed.

### Targeted, effective marketing campaigns

The MCS CRM marketing campaign management tool (figure 3) maximises sales opportunities. You can target personalised messages at specific groups – prospects or existing customers - to reflect their interests and buying history. MCS CRM stores commonly-used template letters and mailshots, to save time and help you build on best practice. Mailshots are easily created by sorting and merging different data sources.

### Improved reporting

You can extract vital sales reports, such as the total number of sales enquiries across all depots or sales conversions over a set time period and gain instant detailed information on the ratio of enquiries to conversions which helps identify best performing products, depots and individuals.

Contact MCS now and experience the benefits of MCS CRM in your hire business.



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