



## Keeping Track: Vision CRM

The underlying aim at Ontech Solutions is to make life easier; easier for our clients to run their businesses and their team members to do their jobs.

A business is made up from a number of key areas and processes: we think you'll be marketing your product or service, then selling it to those that are interested, producing accounts so you know how profitable you are, controlling your stock and then repeating!

Recently we observed Vision Commerce was great for sales, stock control and accountancy but may have been lacking convenience in the marketing support department. So we decided to change that.

### Fully Integrated CRM

Vision Commerce v2 will benefit from new and greatly enhanced customer relationship management functions that are fully integrated and designed to make life easier and more profitable.

### Keeping it Simple

CRM systems can be incredibly difficult to understand, so we wanted to keep it simple. For example when you login to Vision Commerce you will be presented with a list of tasks; these tasks can be for you, for others or even private tasks.

You will be able to quickly and easily see previous communications with companies and then contacts at those companies.

It may sound clinical but the system will give you a complete audit trail for your interactions with your client – turbo charging your memory for every client, allowing you to better support and sell to them when they call or when you have a great offer.

### A Single, Integrated System

Combined with Vision Connect, the email marketing link within Vision Commerce, you will be able to keep track of all interactions with customers and share this invaluable information with all team members.

So the next time your phone rings and a customer asks a question you will be able to see everything that has already been said and sold to them as well as see everything that is planned for their account.

### Want more information?

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