



Finally.
CRM MANAGEMENT
that truly builds loyal,
profitable customer
relationships.

Too many smart companies waste tremendous resources and money with underperforming CRM systems. With Anderson Hendrix, you maximize your CRM investment and go beyond boundaries you thought you had.

From Smart IT to Smart Business

It is imperative that your CRM strategies work across your entire organization and enable efficient, effective business decisions. But, to cross the bridge from great technology to great profits, you need more than IT guidance – you also need intelligent business guidance.

With Anderson Hendrix's intelligent CRM implementation, best practices, and holistic business approach, your CRM becomes a critical tool in your success: you develop a 360 degree view of your customer, gain better insight and intelligence into market trends, generate innovative up-sell and cross-sell opportunities, enhance customer retention and acquisition, and improve operational efficiencies across multiple business groups.

Additionally, as we manage the implementation of your CRM strategy, you experience fewer disruptions to your day-to-day operations while fully realizing your CRM business objectives.

How We Do It

Anderson Hendrix's CRM experts have extensive experience across multiple areas including implementations, strategy, governance, processes, and technology. Armed with this in-depth expertise, we:

- Obtain an intimate understanding of your vision, customer management values, business drivers, and long terms goals
- Provide thought leadership and practical guidance in developing your customer management roadmap – with robust analytics for sales, service, marketing, fulfillment, and loyalty
- Generate a true 360 degree view of your customer
- Ensure a customer-centric CRM approach that is understood and adopted across your organization
- Assist with CRM application and vendor selection
- Target and extract more value from loyal customers
- Enhance repeat business
- Increase customer satisfaction
- Provide CRM education and training
- Facilitate smooth integrations
- Improve customer-centric business decisions



Our Services

- CRM Business Consulting
- CRM Implementation and Post Implementation Support Services
- CRM Sales
- CRM Marketing
- CRM Customer Loyalty
- CRM Training
- CRM Master Data Management
- CRM Analytics
- CRM Management
- Custom CRM Application Development



The Bottom Line

With Anderson Hendrix as your bridge between great CRM technology and great profits, your CRM strategy will be stronger and more efficient. And with a better CRM strategy, you'll acquire and retain more satisfied customers.

Contact Anderson Hendrix today and let our expertise maximize your business.

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