

AimHigh® CRM

AimHigh CRM is our customer relationship management (CRM) business solution that drives sales productivity and marketing effectiveness through social insights, business intelligence, and campaign management in the cloud, or on-premises.

CRM can help reduce costs and increase profitability by organizing and automating business processes that nurture customer satisfaction and loyalty in the sales, and marketing.

With a CRM system, everything from customer accounts to sales opportunities to customer leads and account activity in the cloud, plus relationships involving mobile sales, come into easy view for collaboration and rapid decision-making. Store and leverage data and analytics for the big picture on your business from many angles.

Drive sales productivity, user adoption and consistent best practices with AimHigh™ CRM for Sales

Streamline and automate your sales processes and enable sales people to create a single view of the customer to help ensure a shorter sales cycle, higher close rates, and improved customer retention.

AimHigh CRM business software gives sales professionals fast access to useful data online or offline so they can work efficiently and spend more time selling.

"AimHigh® CRM provides your advisors with a daily discipline for pursuing leads and more time for personal relationships with people. You can identify your best sales people and regiment their best practices."



The functionality outlined in the above diagram showcases the AimHigh CRM capabilities that help organizations effectively manage their sales lifecycle and improve close rates.

Understand Your Customers Better

Create a centralized, customizable view of your customer's preferences, relationships, and activity history to better understand and meet their needs.

Improve Sales Qualification

Spend time with the right leads and prospects. Establish consistent follow-up processes and automate sales activities with powerful system workflow.

Increase Sales Success

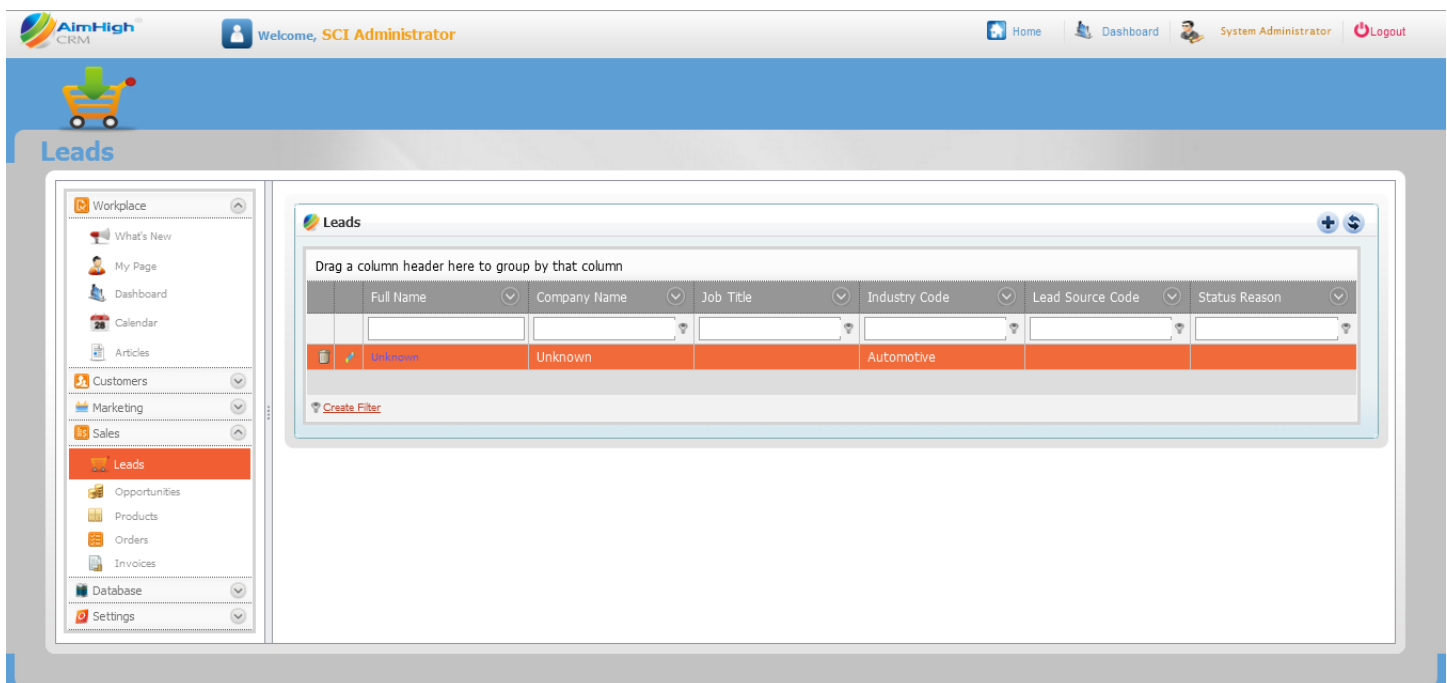
Shorten the sales cycle and improve win rates with lead and opportunity management, automated lead routing, sales process management, and competitor tracking.

Keep Customers Informed

Use simple, wizard-driven sales and marketing features to keep your sales prospects and customers informed of new product and service offerings.

Analyze Sales Performance

Use flexible reporting to forecast sales, measure business activity and performance, track sales and service success, and identify trends, problems, and opportunities.



Take a holistic and coordinated approach to the management of customers.

Manage and Automate Sales Processes

Improve lead handling and routing: Easily promote qualified leads to new opportunities with a single click. Automatically deliver the right lead to the right person according to product, territory, dollar amount, or any other criteria.

Communicate Information Effectively

Create campaigns quickly: Use wizard-driven tools to keep your customers informed and aware of your new products and services.

Track competitors: Maintain detailed information on competitors associated with opportunities. Track competitor activity by product, region, or other criteria.

"AimHigh® CRM helps you to understand not only your own capabilities, but also new opportunities you can present to clients, so that you can channel them more effectively"

Deliver impactful marketing campaigns and consistent communications with AimHigh™ CRM for Marketing

Provide marketing professionals with robust data cleansing and segmentation tools, leading campaign management features, and insightful marketing analytics to increase the effectiveness of marketing programs, improve efficiencies, and better track key metrics. AimHigh CRM business software provides a holistic, comprehensive set of marketing capabilities so you can target your customers effectively.



The functionality outlined in the above diagram showcases the AimHigh CRM capabilities that help organizations effectively manage their campaign lifecycle and optimize their marketing mix.

Manage Work More Easily

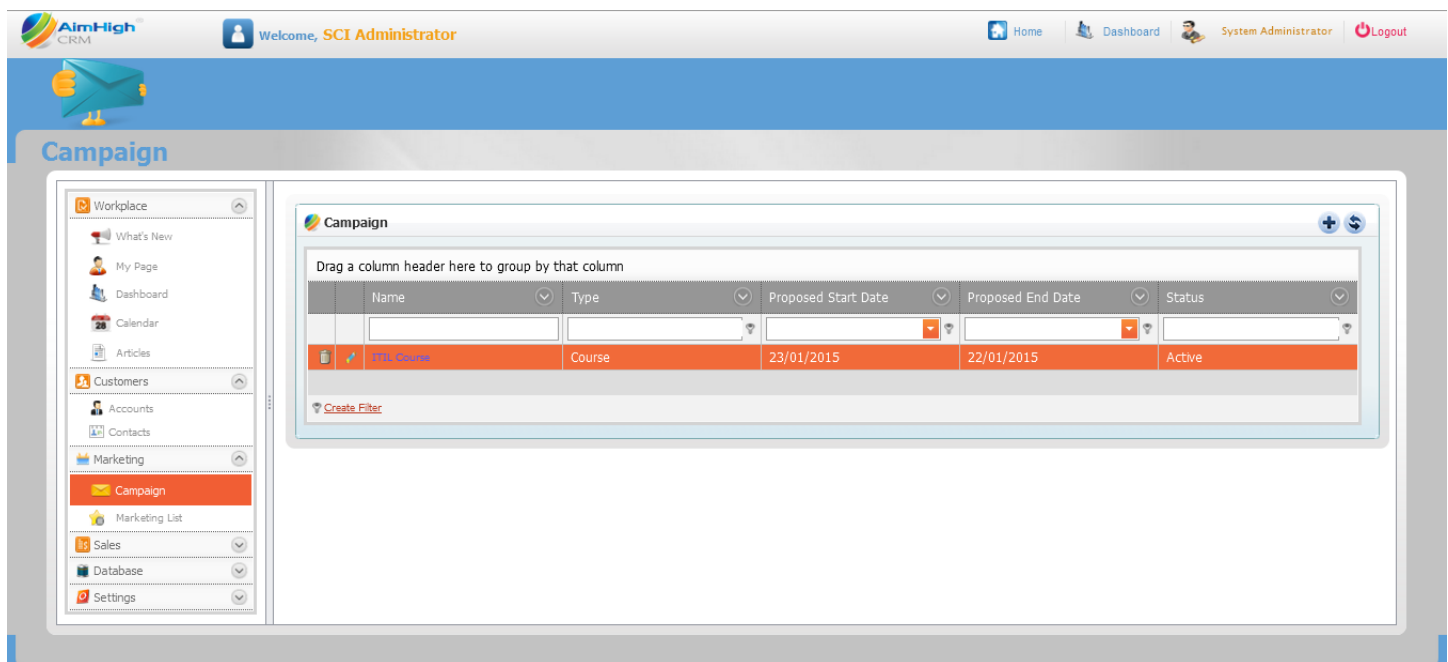
Provide your marketers with customer relationship management (CRM) functionality, so they can manage customer e-mail, appointments, tasks, and contacts from a single business application.

Execute Smarter Campaigns

Use intelligent list and segmentation features to reach prospective customers, retain existing customers, and transform successful campaigns into templates that can easily be re-used.

GetReal-Time Visibility

Take advantage of deep reporting and analysis capabilities to track response rates, measure interest levels, and monitor costs for every campaign and activity in real time.



Design, execute and track campaigns effortlessly using customizable templates.

Turn Leads into Opportunities

Improve lead handling: Easily distinguish new prospects from existing customers and promote qualified leads to new opportunities with a single click.

Manage business connections better with CRM

Business value depends on people and their relationships. Success can bring complexity to all those interactions for your organization. CRM means you can have a system that simplifies processes where you are here and now and also scales as you gain more customers or need more employees.

Fits Your Business
*Flexible design and process
automation with real-time
business insight*

Fits Your Budget
*Fast to deploy, easy to
customize and affordable
for your business*

AimHigh CRM Online provides a host of additional features and capabilities that enable your organization to:

GET STARTED QUICKLY

Using your Web browser, you can quickly create your online CRM solution and begin transforming your business right away without complicated technology server setup. Start using the marketing and sales in AimHigh CRM Online immediately or take advantage of the intuitive configuration capabilities to quickly add or modify fields, forms, workflow, and reports to tailor it to fit your business needs.

ACCESS YOUR CUSTOMER DATA

AimHigh CRM Online helps ensure that your data is available when and where it's needed and in the necessary format through the user interface, Web services interface, or as an exported file.

DRIVE USER ADOPTION AND PRODUCTIVITY

AimHigh CRM Online works in a way that is familiar to your users. Users can work in an environment they already use and understand, through their Web browser.

MAKE BETTER-INFORMED DECISIONS

AimHigh CRM Online provides rapid, relevant access to information so you can make faster, better-informed decisions. Turn customer data into actionable insight with wizard-based tools that enable end users to create sophisticated reports on their own, helping you to more quickly identify trends, problems, and opportunities.

CUSTOMIZE TO MEET BUSINESS NEEDS

Customize and extend your AimHigh CRM Online solution through easy-to-use wizards and point-and-click tools. Connect your CRM data with existing business system data in real time by using native Web services.

ADAPT QUICKLY TO CHANGE

AimHigh CRM Online can fit the unique needs of your business and adapt and grow with your company without expensive hardware upgrades. And when your business needs change you have the option of switching to AimHigh CRM on-premise software built on the same code base as AimHigh CRM Online, giving you the true power of choice.