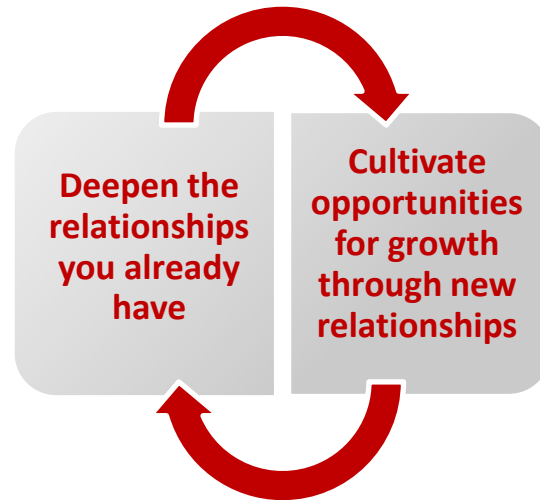


## Customer Relationship Management (CRM)

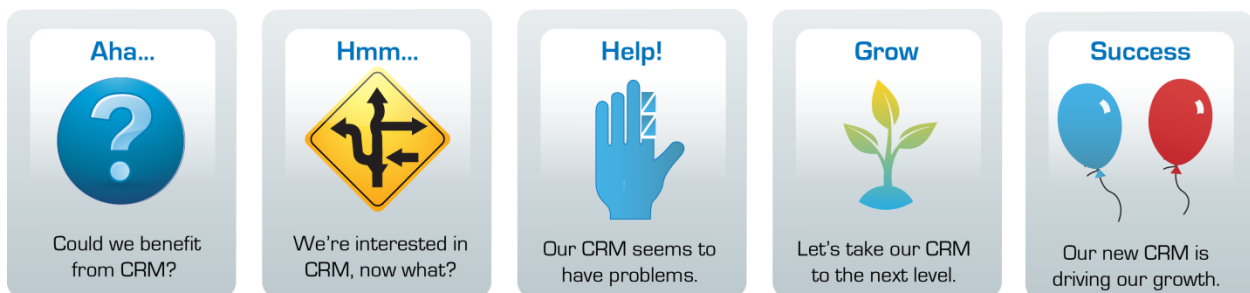
### Are you looking to more effectively manage your customer relationships?

Customer Relationship Management (CRM) is all about creating a catalyst for greater business performance by **successfully managing your current relationships**, and by **giving you the tools you need to develop new relationships**. Relationships are one of your greatest business assets. Are you maximizing their potential?



Most companies view CRM as a technology tool to organize and automate sales and marketing data. **But making CRM work for your company takes more than just installing software.** It involves defining your CRM strategy, synchronizing your business processes, and driving user adoption – among other success factors. DPT works with you to identify the success factors that apply to your unique situation and define your organization’s readiness for CRM.

### DPT has a record of success with companies at each stage of CRM:



### Do you wish there was a local partner to help you make sense of CRM?

There is: DPT. We help maximize customer relationships to drive your revenue potential. Contact us – we would love the opportunity to discuss your unique needs.