CRM24 Rapid Deployment CRM

Braintree And Your Business: Transformation in the Digital Age

At Braintree, we take pride in our ability to provide feasible, real world business solutions. These solutions push the boundaries of innovation, focus on convenience, promote growth and are cost-effective.

With CRM24, we bring you a business-ready sales and customer engagement platform that can be installed and configured for your organisation very quickly. The solution assists you in selling to and servicing your customers, and enhancing your functional capabilities. Benefit from significantly enhanced operating software that skips the costly overheads, with no expensive deployments or drawnout consulting agreements.

The Importance of Customer Relationship Management (CRM)

'The customer is king' in any business. It is therefore important for any company, large or small, to understand its customers in order to be responsive to their needs, keep them happy with the products and services provided, and sufficiently satisfied overall so that they will keep returning for repeat purchases. This is the essence of customer relationship management (CRM).

CRM helps businesses build relationships with their customers which, in turn, create loyalty and customer retention. Because customer loyalty and revenue are factors that affect a company's bottom line, CRM is a management strategy that will ideally result in increased profits for a business.

CRM helps businesses to gain an insight into their customers' behaviour and then modify their business operations, as required, so they can serve their customers in the best possible way.

CRM can include the following:
- Finding out about your customers' buying habits, preferences and opinions;
- Profiling individuals and groups to market more effectively and increase sales; and
- Changing the way your business operates to improve customer service and marketing.

Introducing CRM24 to Your Business

At its core, a CRM tool creates a simple user interface for a collection of data that helps businesses recognise and communicate with customers in a scalable way.

CRM24 is a pre-configured startup sales and customer service management system designed to enhance your workflow, streamline your business processes and help your business to maximise efficiencies.

The offering is an optimised version of the standard Microsoft Dynamics 365 Customer Engagement Sales and Service offering, a trusted and proven platform. This therefore brings with it the advantages of scalability and capacity to grow with your business needs.

CRM24 and Small / Medium-Sized Businesses

CRM24 is designed to be user-friendly from set-up, with features that are particularly geared for small and medium-sized businesses.

The platform offers software that enables companies to manage their sales opportunities, create a database of customers, create tasks and manage lead follow ups. It also allows you to automate workflows.

- It's perfect for small to medium-sized businesses that are budget-conscious and need a high volume of transactions.
- The package comes with training videos, data import templates and other useful resources.
- This CRM solution is beneficial for all industry sectors and is optimised for general use, making it suitable for both service and sales – the innovative features include pre-configured sales and service solutions that are customised to fit most standard business process models.

Strengths of the CRM24 Offering for Your Business

- **Reliable foundation:** CRM24 is built on the Microsoft Dynamics 365 Customer Engagement Platform, a trusted and proven platform.
- **The offering is extremely cost-effective:** Benefit from fixed price, fixed time and fixed scope offerings.
- **Quick set-up and rapid deployment:** The system can be installed, set up, configured and ready to use in three business days.
- **Integration with Microsoft Outlook:** Work from a single screen and access CRM directly through Outlook.
- **Hosting in the Cloud** means the CRM solution comes with a guaranteed 99.99% uptime - Microsoft's commitment when you sign the SLA.
- **SharePoint Document integration** allows you to store all your critical business documents in SharePoint and access these directly through CRM.
- **Always current:** No more downtime for upgrades.
- **Support incidents:** Between 12 to 18 support incidents are included, with the option to top up should these run out.

CRM24 For the Entire Business

CRM essentially refers to all the activities, strategies and technologies that companies use to manage their interactions with their current and potential customers.

With CRM24, you are guaranteed streamlined functions and accelerated business development. Simplify the process of email management, tracking calls or scheduling appointments. Your overall pipeline management will have a quantifiable head start, while automated workflows allow for efficient internal and external communications. You can scale up and down or extend as required.

Efficient **cross-departmental** collaboration due to **integrated systems** and joint workflows

Increased productivity of sales, marketing and customer service employees

360 degree view of the customer

Better customer **satisfaction** and **retention**

CRM24

High ROI on your CRM investment

Improved **decision making** based on reliable reporting and **forecasting**

Shortening the **Sales Cycle**

What Are You Waiting For?

With CRM24, you can manage both internal and external communications, scale as required and give your overall customer experience a head start.

CRM24 is your platform for running your business like a pro.

CRM24-2023

Why Choose Us?

YOUR TRANSFORMATIONAL EXPERTS WITH 25 YEARS OF EXPERIENCE

We have been transforming the organisational landscape and enriching our customers' lives digitally for over 25 years, with more than 150 customers across the breadth of Africa benefiting from our services. We have selected the very best transformational tools and technologies that – together with our experience digitally – unleash the power of your existing and new technologies, and processes.

MOST EXPERIENCED MICROSOFT DYNAMICS COMPANY IN AFRICA

We have completed a host of projects; from full implementations and upgrades to advanced functionality, we have endured as the technology partner of choice with our clients.

PROUDLY SOUTH AFRICAN

Born and bred in South Africa, we understand the unique challenges of running a successful business in our country, and have developed software and services specifically tailored to our local market.

SUPPORT

Our team of experts is there to provide you and your team with the necessary training so that you can enjoy the full benefits of your new solution. Our support team will also be available 24/7/365 to ensure that you're always up and running.*

* Dependent on your requirements outlined in your SLA agreement.

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About Braintree

Braintree has significant consulting and product capability, including Dynamics ERP, CRM, SharePoint, and Office 365. We are the largest Microsoft Dynamics company in Africa with over 25 years of successful implementations experience.

For more information visit braintree.co.za, email info@braintree.co.za or call +27(0)11 455 6248

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VOX®

About Vox

Innovation and insight combine in Vox, a market leading end-to-end integrated ICT and infrastructure provider and telecommunications company. From data to voice, as well as cloud, business collaboration and conferencing tools, Vox offers intelligent solutions that connect South Africans to the world, supporting entrepreneurs, customers and commerce, whilst practising values of integrity, choice and service excellence in all of its dealings.