



# Contact Management

for optimal customer relationship

**Knowledge is not just power, it is also sales and success!**

**Improve the dialogue with your Existing customers, and you win Add new customers.**

The xRM contact management module gives you the tools you need to enrich your contact information, beyond address and communication data, with essential and useful information.

Sell: Use the knowledge of your prospects and customers, recognize developments in the market at an early stage and respond to them with adequate products and services. Which of your products or services are interesting? Who has concrete purchase intentions?

Improve the customer dialogue: The deposit of supposedly private information such as hobbies or interests helps to improve the conversation with your contacts and thus to make your customer loyalty even closer.

Categorize your customers based on reliable data and provide them with exciting information.

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