

News, views and more from the Australian CRM specialists

CRM Opinion

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CRM 2015 - Reasons to upgrade

CRM 2015 was released in December and you may be weighing up the pros and cons of upgrading. So, what are the benefits of upgrading?

If you're upgrading from CRM 2013;

- Get access to product families, which help you cross-sell and upsell
- Better mobile functionality in areas with reduced mobile connectivity
- Branching logic

If you're upgrading from CRM 2011;

- No more popup windows and better use of window space
- Greater mobile and cross-browser support
- Integration with collaboration tools such as Skype, Lync and Yammer
- Standardise business processes with enhanced business process flows

[Find out more about new features in CRM 2015 here](#), or read our '[Administrator's View](#)' e-book. And before you upgrade, consider an [Upgrade Workshop](#) to get a real understanding of how *your* CRM will be affected.

Not ready to upgrade? You can still improve your CRM

Microsoft will continue supporting CRM 2011 until 2016, so there's no need to upgrade right now. But can you squeeze more value from your current system?

1. Minor configurations can often make a big difference to your out-of-the-box CRM experience. It's like adding a topping to your vanilla ice-cream. [Check out some common options here](#).



2. If you want to **improve sales**, our white paper [Achieving Sales Excellence](#) looks at **the buyer journey and the sales role** in this process using data and reports in CRM.
3. If you want to **improve marketing**, personalised email marketing, nurture programs, and website traffic analytics are just some of the great features of [integrating ClickDimensions with CRM](#).
4. If you want improvements, but don't know where to start, the [Opsis CRM Healthcheck](#) will **diagnose performance issues** and prescribe a solution that will get your business running at peak performance.



How does a half day of FREE expert advice sound?

Gill Walker has nearly two decades of experience in using CRM products and you could have four hours of her time FREE to discuss your individual business needs. [Fill out our survey](#) to be in for a chance!*

T&C: Complete the survey by midnight Friday 6th Feb AEDT. Free consultation is offered in person or via Skype depending on location. Consultation offer valid before end of March 2015.

"We thought our reports couldn't be automated because we have such a varied and complex list of products, but we were wrong! Repeat orders are easy too..."

[read more](#)

Katie Sturges
Financial Controller
McKenzie Partners Pty Ltd



Book training now and save \$\$

Opsis public training courses are designed for technical staff and subject matter experts who want to realise maximum benefit from CRM.

Book your public training with us before Friday the 6th of Feb and receive \$100 cashback per day of training.

Redeem this special offer by using promo code **NYN2015** on the [course booking page](#).