

News, views and
more from the
Australian
CRM specialists

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CRM Opinion

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[Want more marketing muscle in your CRM?](#)

Microsoft CRM is a fantastic tool to manage the leads and opportunities in your sales funnel, but how do you get more leads in that funnel in the first place?

Could you improve your marketing by:

- **creating newsletters** to build and maintain engagement
- easily creating **landing pages** to capture contact details
- tailoring email **nurture programs** to each prospect's specific area of interest
- **automatically tracking and scoring prospects** so you can notify sales of the best leads
- **finding out more about your website visitors**

And wouldn't it be great to have all **this information and functionality available within CRM** - automatically!
Here's how you do it:

"As Managing Director of [Quantum Exchange](#) I take great pleasure in recommending the services of Opsis, Gill Walker and Edward Birch.

Their skills implementing Microsoft Dynamics into Quantum Exchange were stretched to the limit...[read more](#)]"

[Garbage in, garbage out](#)

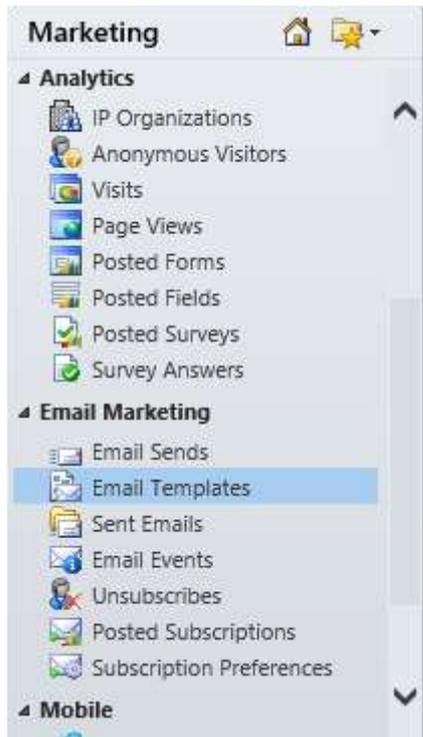
How good is your CRM data?



Sub-standard data can really hurt your business.

Wasted time calling wrong phone numbers. Incomplete information which leaves you unsure what a prospect wants. Clients who don't get important notifications because of missing email addresses. Worst of all, if your team stop trusting the data, they stop trusting your CRM system too. So all your investment is wasted and you're back to square one!

- Do you have **duplicate records** for the same company at the same address?



[ClickDimensions](#) is a marketing automation solution designed specifically for Microsoft CRM, which lets you do all the above and more. To find out more [contact one of our ClickDimensions-certified consultants today](#).

Automatic GST on Sales

If you're creating quotes, orders or invoices in CRM, the out-of-the-box solution means you have to calculate GST manually every time.

One more step, which takes time.

One more thing an inexperienced or untrained staff member might forget or get wrong.

Save time and improve accuracy with the **Opsis Sales Tax Calculator**.

This neat little add-on to Microsoft CRM is flexible enough to manage all sales tax scenarios, yet simple to use. [Find out more here](#).

- Around 20% of Australians move jobs each year. How do you **keep your data up-to-date**?
- Do you review and clean data before you **import lists**?
- What process do you use **when an email hard-bounces**?

Just how good is **your** CRM data?

[Use our data quality and process checklist to find out!](#)



[Featured course:](#)
Introduction to Microsoft Dynamics CRM (2011 or 2013)

- **How long is the course?**

There are two different 'Introduction' courses, depending on whether you want to learn about CRM 2011 or CRM 2013 / CRM Online. Each course is one day long.

- **When's it on?**

Introduction to CRM 2011 is running in **Sydney** on **Thursday 20th November** (public course).

Introduction to CRM 2013 is running in **Sydney** on **Friday 21st November** (public course).

Private training is also available to suit your schedule, on-site or at CBD training locations. [Contact us](#) for more details.

- **Who's it for?**

Whether you're management, technical or a foot-soldier, if you're new to CRM you should do this course.

- **What will I get out of it?**

This course will teach you the basics of CRM - what functionality there is, where to find it and how the different parts fit together. Think of it as a hands-on tour of the instrument panel in an aircraft cockpit. You won't be a fully qualified pilot or aircraft engineer at the end of one day, but you will have an overview of what the machine is capable of, which buttons do what and how they work.



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