



Customer Relationship Management

Grow your business by managing your customers.

Microsoft Dynamics CRM is a full customer relationship management (CRM) suite with marketing, sales, and service capabilities that are fast, familiar, and flexible, helping businesses of all sizes to find, win, and grow profitable customer relationships. Microsoft Dynamics CRM works with familiar Microsoft products to streamline processes across an entire business.

RDA's Microsoft Dynamics 4.0 offering includes:

- Full-Cycle Implementation (Preliminary Scoping, Strategic Planning, Requirements Analysis, Design, Customization, Implementation, Integration, Testing, Deployment and Support) of Microsoft CRM 4.0 and 3.0 Upgrade
- CRM Project Planning and Project Management
- Microsoft CRM 4.0 enhancement services: system integration, data migration, training and custom development
- Microsoft Office SharePoint Services (MOSS) integration: automated business processing/workflows with CRM, reporting and business intelligence

CRM Expertise

RDA's expertise in this area includes the following:

- **Customer Requests for New Product or Services** - RDA will seamlessly integrate your CRM and back office systems to provide simple, consistent, real-time presentation of customer information, allowing you to easily and accurately execute new customer requests. This helps to increase customer satisfaction, lower costs, and reduce errors. In addition, this integration automates processes, ensuring that documented requests are executed. This minimizes oversight, improves operational processes, improves customer satisfaction, and allows your associates to focus on managing customers and not processes.
- **Information Sharing** – RDA integrates Business Intelligence, CRM, and other systems to promote the sharing of information across teams, enabling multiple team members to manage customers and eliminating the need for particular individuals to manage specific customers. Providing a secure yet always available solution that allows designated employees to access key information anytime and anywhere improves customer satisfaction and reduces costs by allowing teams to respond more quickly and balance employee workloads.
- **Client Management** – RDA works with our customers to create real-time management dashboards providing up-to-date information on the status of key customer and business indicators. These indicators are selected from our customers' individual requirements and reflect their approach to running their businesses.
- **Inventory Control** – The integration of the CRM and Enterprise Resource Planning (ERP) products allows new orders to be tracked immediately and provides greatly enhanced inventory control. This increases inventory turns and manages “just in time” delivery of raw material or subcomponents. Also, customer satisfaction and sales are improved by the ability to immediately give the customer information regarding out of stock items and alternatives or functional equivalents.

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