

Divide and Conquer

Analyse and Control



The combination of CRM with GIS will yield outstanding results for your businesses. At ASAP, we put the Business Solution before the Front Office Support technology.

As visitors to GIS 2000 you'll be aware already that segmenting and targeting your customer groups accurately is vital and allows business to interact with its customers effectively. At ASAP International Group Plc, we understand that interaction must be carefully and consistently managed. Needless to say, unless your customers are looked after all the benefits of GIS will be lost.

Passionate about delivering service excellence and accelerated skills transfer, ASAP is setting new standards in Front Office Business Solutions.

Management Intelligence providing managers with the ability to gain up-to-the minute insight on the status of sales, marketing and support areas.

Sales & Marketing Automation systems, providing unified customer/prospect management solutions

Service and Support that assist support teams to ensure the highest quality service for the customer.

Automated Marketing – the retention of details on every prospect and customer, giving marketing teams the ability to know, understand and market effectively to their customers.

Our highly skilled consultants specialise in providing first class CRM Solutions, and would be delighted to explain to you how ASAP could help you:

- **Win New Business**
- **Increase customer retention**
- **Nurture your existing customers to generate more business from them**

Vist us on Stand A12 or

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The Quickest Way to Succeed is to Understand, Develop and Retain What You Already Have



International
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Leading technology
and business authors