

# Address Book

## The Center of your CRM System

The Address Book in a Customer Relationship Management (CRM) system really is the heart of the database.

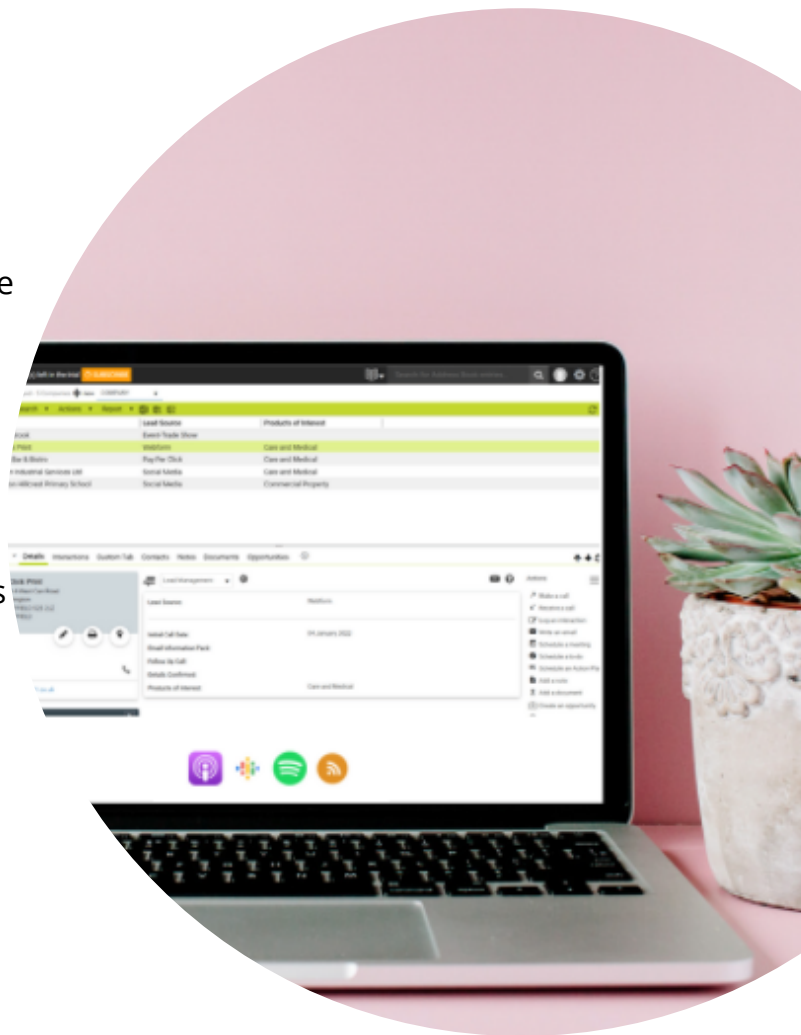
Storing Companies, Contact and Individuals in a central location has many benefits for businesses.

Keeping a record of the important information associated with them, at each level enables businesses to become more organized share valuable information between team members, departments or workstreams.

Maximizer gives businesses the ability to create records that show the unique and important information from email addresses to information specific to your business or industry.

Every action links back to the Address Book from Sales Opportunities and email campaigns through to Customer Service Cases.

Notes, Documents, Emails and Interactions all form part of the contact record, giving you a clear history and enabling you to find the information you need quickly.



# Address Book

A centralised address book has the opportunity to provide key data that can help your business grow, from identifying at a glance if you have a Sales Opportunity or Customer Service case outstanding to creating entire Account Management strategies.

The Address Book holds a wealth of knowledge about your leads, customers and other business contacts.  
Becoming the central hub of your business.

With the ability to connect address book entries, based on their relationships you can build networks between companies and contractors.

User-Defined Fields enable you to quickly identify how many companies and contacts you have in a geographic location, industry, of a certain size or turnover (if you create the field you can use it to segment your data) all with simple searches.

The Address Book is often a part of the database we take for granted but, in truth, it's the part of the system that we use the most.

If you are looking for a CRM solution, to become more organised or save time and want to discuss how a centralised Address Book can help you and your business contact us to book in a discovery call [info@unimaxsolutions.com](mailto:info@unimaxsolutions.com)

