

CRM Member Manager



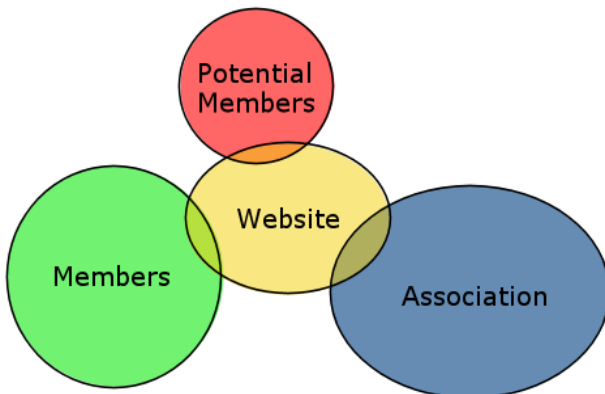
- State of the art membership management
- Powerful, easy to use communication tools
- Automation of many administrative tasks
- Manage events from sales to seat/table planning
- Internet Communications, Social Media all in one
- Easy to learn and use
- Powerful built in data mining tools
- Powerful customer relationship management system
- Full accounting integration, deferred revenue mgt

Powerful Association Automation

CRM MemberManager (CRMMM) is a complete membership management and automation solution developed to enhance the abilities of organizations to maintain and grow their relationships with their members, maximize efficiency and minimize back end costs. CRMMM facilitates this by giving your organization the ability to effectively manage and automate most common tasks, saving time, dollars and effort.

Managing and growing an association requires significant human resources effort whether your organization has 5 members or 50,000: Establishing new members, collecting membership dues, staying in contact, getting feedback, running events and promoting your organization can take up a great deal of time and valuable resources. CRMMM is designed to work in a collaborative manner with your staff and membership.

The results: A powerful system that allows your organization to do more than you ever imagined.



Moving manual processes (billing, communications, feedback, administration, etc.) to the system frees your staff to concentrate on more important tasks: improving your revenue flow, customer (member satisfaction) and helping your employees to be more effective.

You can do more with the same staff compliment you have today, or, take advantage of the efficiencies you will gain to develop new products or services that will help you attract and retain new members.

How it works...

Full integration between your website and back office. Website visitors and Members can interact through an easy to use web interface for online member services. They can manage their member data, including registration and payments for events, membership renewals, etc.

The supplied online tools include event listing, search and registration services complete with integrated online payment, a member's only area, member directory and online account management tools.

On the back office: An award winning fully featured CRM system that is fully integrated with your website, and your account system thereby allowing you to manage and track fully integrated information. This provides you with a complete, real time view of your association's performance, with all membership data centralized and protected by access level permissions.

Save Time. Save Money. Grow Revenues and Membership.



www.crmsystemsgroup.com/software/association

CRM Member Manager

Features

The below is a partial list of features of Member Manager. For more info, please visit www.crmsystemsgroup.com/software/association

CRM Member Manager goes beyond traditional Member Management systems by expanding key functionality typical of association management (event booking, website commerce) and merging it with the powerful features of a fully featured, award winning Customer Relationship Management and Financial accounting suite. There are no compromises on the basics, but so many advantages.

Event Management

Easily create events, sub events and the items that can be purchased regarding those events. Publish items to your website automatically for online registration, or let your staff register people from within CRM, in just a few mouse clicks. You have full control over event display/registration times, as well as a powerful seating manager. Events are fully searchable online with reminder features. Full management of event services through the back office interface. Season tickets for events are available.

Internet Communications and Social Media

Communicate with members via telephone, email, twitter, letter mail, and web. Track, trace and monitor all of them in a fully integrated way. Leverage the internet in ways you simply cannot do when using disconnected, unintegrated solutions. Take advantage of things like automated email bounce management to clean and correct your core contact database automatically! Monitor Twitter and LinkedIn and get automatic, business-relevant updates. Use the integrated surveys function to get feedback from members, the public or any contacts, and even use it to update your member database, all with just a few mouse clicks.

Customer/Member Portal

The included, fully integrated customer portal allows you to deliver self-service capabilities to your members, and future members. New customer signup, renewals, online payments, reprinting of invoices is just the start. Configure and deliver reports to web users and allow them to get their information on their own terms. Fully integrated document upload and retrieval makes it easy to publish documents for users. The integrated chat system allows you to talk, interactively with web site users any time, anywhere, and better yet, those conversations automatically file into and supplement your communications tracking notes in CRM! Job board, news, events, inter-member offers, and much more are all included!

Web Shopping

Fully integrated, fully functional, but extremely easy to manage and use. Online shopping as it should be. Publish items, and leverage your full backend for pricing, taxes, pricelists and more. Supports multiple images per product, units of measure, physical and electronic goods. Fully integrated to your CRM backend and the chat system making it possible for a webstore user to start an interactive chat session, talk with a rep, and through the shared shopping cart, the rep can add, remove or edit items in the cart, in real time. The user can then checkout on their own, or the rep can check them out. Phenominal customer service, at your fingertips!

Fundraising and Donation Management

Establish campaigns, generate "Asks", deliver your request via telephone, email, lettermail, banner advertising or through general donation functions on your website. Fully integrated online payment processing, plus 100% configurable donation/revenue distribution capabilities means less administrative work, and more time dealing directly with donors and members. Fundraising has never been this easy!



Complete Member Management

Create a new member from prospect to full payment in CRM with Customized payment schemes: annual, monthly, etc. Renewals can process pre-authorized payments automatically, or simply invoice members without any human intervention. Members can pay the traditional way, or can login 24x7 and process their renewal online! You can process any orders of any kind with the full order entry and fulfillment system.

Integration with Accounting

Full and complete accounting integration, and a complete accounting system for all your accounting needs! All transactions created online, or by your staff flow automatically through to the accounting system. This eliminates most, if not all of the administrative work typically involved with these transactions. You can automatically generate financial reports, and if you defer membership revenue throughout the year, the system will handle that deferral automatically. No more excel spreadsheets and manual calculations! You have full, up to the minute reporting.

Integrated with One of the worlds best CRM Systems

Integrated with Sage CRM at the code level, leveraging incredible performance gains in your organization and manage business and contact information effectively.

Save Time. Save Money. Grow Revenues and Membership.



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