

# Press Release

## **Achiever survey system introduced to streamline customer management**


Achiever Software, the award-winning UK specialist in CRM software for the SME market, introduces its new survey and questionnaire functionality. Available now, the survey system compliments Achiever's existing customer service tools to help organisations understand and respond to customer needs.

Developed as part of the standard CRM application, the survey system is integrated with the Achiever workflow tool, enabling organisations to automatically include the distribution of surveys as part of standard business processes, such as on completion of a project, help desk ticket or training course.

“Organisations are placing an increased emphasis on understanding their customers to maintain existing revenue streams, and identify new opportunities. We recognised that surveys play a vital role in maintaining relationships and, therefore, must be an integral part of any CRM system.” explains Tim Leek, Managing Director of Achiever Software. “Achiever's survey system can be used by all departments, including training, marketing, and customer services, at any stage in the relationship.”

Surveys can be conducted through multiple methods, including email, mail and telephone. Achiever uses the latest .net technologies to manage and process responses to surveys sent via email. Furthermore, Achiever's telephony integration simplifies the process of conducting ad-hoc telephone questionnaires.

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“We believe that the survey system will empower organisations to get more out of their customer relationships and with results being stored in the Achiever database the information can be quickly assessed and acted upon” added Tim Leek.

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Issued October 2004

**Achiever Software** is an established, award-winning developer of Customer Relationship Management (CRM) software. Founded in Birmingham, UK, in 1992, the company's products protect and develop customers' most valuable asset – information about their customers and markets.

Achiever Software places emphasis on customer satisfaction and their consultants are widely experienced and highly qualified, each having been involved with many implementations of the software.

The company has won an enviable list of over 100 corporate customers, including VisitBritain, Londis and National Britannia.

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