

Achiever's eSurvey system adds depth to professional services

Delivering consistently high levels of customer service is dependent on continuous feedback and understanding.

Achiever's integrated eSurvey system provides businesses with the tools to create on-line surveys that help capture vital information used to maintain existing customers, identify new business opportunities and ascertain weaknesses.

Furthermore, Achiever eSurveys enable businesses to be more proactive and responsive to customer requirements, in addition to recognising and attending to any potential issues before they arise. eSurveys can also be used to highlight product weaknesses and staff training requirements allowing businesses to take the necessary steps for improvement.

Simple to set up using a point-and-click interface, eSurveys are securely published to the Internet. Results are automatically stored against the customer record in the Achiever CRM database and can easily be incorporated into management reports and queries for targeted marketing.

Achiever eSurveys provide businesses with the tools to capture and analyse customer opinion through various stages in the customer lifecycle. They can be sent to selected customers using Achiever's sophisticated data segmentation and filtering tools. In addition, full integration with Achiever's business process tool offers automatic distribution of eSurveys on completion of project, training course or job, or closure of support ticket.

Tim Leek, Managing Director of Achiever Software adds, " With increased competition, businesses are constantly looking at ways of ensuring their product and service offerings are meeting customer demand. Providing a professional level of service requires more than resolving a support issue or implementing a job on time, it is about listening to customers' requirements and addressing them before they find someone else who can. Achiever eSurveys enable businesses to communicate with customers, strengthen relationships and increase the customer retention ratio."

-ENDS-

(277 words)

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The Company

Achiever Software is an established, award-winning developer of Customer Relationship Management (CRM) software. Founded in Birmingham, UK, in 1992, the company has been in the Deloitte & Touche Technology Fast 50 five years running and made The Sunday Times ARM Tech Track 100 in 2002. This year the company was also nominated for the Call Centre Awards for its technologies. The company's products protect and develop customers' most valuable asset - information about their customers and markets.

The Product

The scalable solution Achiever is the only CRM package to integrate with all leading accounting packages and legacy systems, is the only CRM package to encompass sales, marketing and support without extension, includes an easy-to-use workflow functions and offers openness, flexibility and scalability to provide exceptionally fast ROI.

Client Portfolio

Achiever Software has developed the AIM methodology for fast implementation of its software, and places emphasis on customer satisfaction, with a high ratio of service and support staff. Achiever Software's 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 AEA Technology, Forsyth Partners, Bentley Reid, West Nottinghamshire College, VisitBritain, Dominos, Londis, National Britannia, P&O, Rugby Cement, Siemens, and T-Mobile.

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