



Accountable Technology



# CRM

## Managing Practice Potential

It's true that **Accountants** and industry as a whole are learning a lot about Client Relationship Management (CRM) and CRM software systems generally. Much is being talked about CRM applications as stand alone solutions rather than enhancing or extending existing software platforms to deliver to business needs. At APS we are being asked – "What is CRM and how do I make sure my firm has the most up-to-date software?", as well as "how do we identify a software application that doesn't require a separate database to be run alongside a practice management solution and therefore eliminate duplication of data?".

First things first, what is CRM? Put simply CRM is an industry term for software solutions that help firms of any type to manage client relationships and business opportunities in an organised way.

While other businesses are forced to invest in a separate solution for CRM, APS have developed a solution as an optional module for Advance Practice Management. Practices considering a change to their practice management software now have another compelling reason to consider Advance and APS.

## Effective Client Management

On the one hand CRM is all about the management of 'fee opportunity' data relating to clients; what work you are doing for them, what work you are scheduled to do for them and perhaps most importantly what other elements of work could you and should you be doing for them. Most firms will agree that proactive 'client management' is a means to grow fees. They will also acknowledge that its is five times easier to win additional work from a current client than it is to win a new client. On the other hand CRM should also be about testing the temperature of your client relationships and allowing you to manage them effectively through;

- Client risk assessment
- Measurement of advocacy
- Determining switching costs

Data collected through a sound 'client management' review process will enable a practice to develop strategies to prevent client loss and improve client loyalty.

## Effective Opportunity Management

As the illustration shows as well as assisting the Client Management process, Advance CRM is also designed to help firms systematically view and manage Client and Prospect Data in new ways, covering;

- Event management
- Opportunity management
- Pipeline management

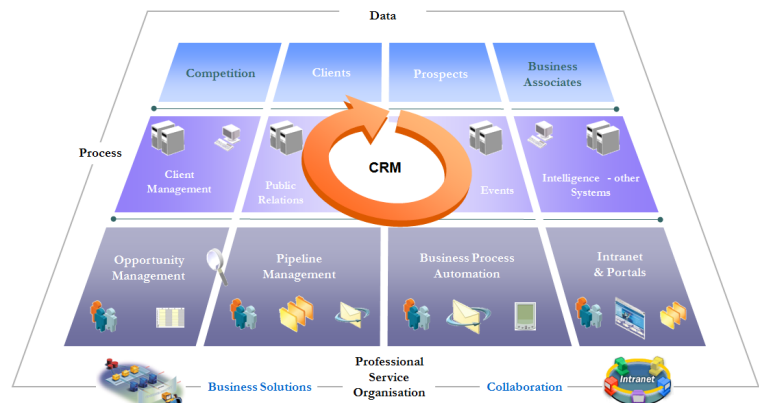


It is not just about managing data for events, conferences and seminars that lead to follow-up. What is crucial is to capture opportunities for clients and prospects in a meaningful way so you can identify future potential within your practice and track the status on each opportunity from qualification all the way through to a new engagement.

## Fully integrated with the Advance suite

Advance CRM has been launched to assist Advance Practice Management clients exploit their database for client management, marketing and business development purposes. Advance CRM is also integrated to:-

- Collaboration with other SQL databases (Fusion)
- Worksite Document Management
- Microsoft Office
- Advance Practice IQ (Business intelligence reporting)



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