



**Concentrix**  
a common centre

## Free Seminar: Getting CRM Right

*From how to get started with CRM to social CRM, hosted CRM, 'xRM' and integrated business management software, this **free seminar** will help you get CRM right!*

**Date:** 24th November 2009

**Location:** 130 Aztec Business Park, Bristol BS32 4UB

### AGENDA

- 09.30** Registration
- 10.00** Welcome
- 10.15** Getting CRM Right
  - Sales/Marketing/Service
  - Impact of Social Media on CRM
  - CRM Demonstration
- 11.00** Break
- 11.20** Hosted CRM - "Microsoft CRM in the Cloud"
  - Reduce IT costs
  - Achieve a low cost of ownership and rapid ROI
- 12.00** Business Management with Microsoft Dynamics
- 12.40** Questions and Answers
- 13.00** Lunch



'Getting CRM Right' is presented by independent CRM specialists Concentrix, with guest speakers from Star Technologies and Microsoft

**Scott Nelson the Gartner Group** "Enterprises that deploy CRM strategies will return at least 25% better financial metrics than those that don't".

#### Concentrix Ltd - South-West Office

130 Aztec Business Park  
Aztec Way  
Bristol  
BS32 4UB

T: +44 (0)1454 629700  
E: [info@concentrix.co.uk](mailto:info@concentrix.co.uk)  
W: [www.concentrix.co.uk](http://www.concentrix.co.uk)

#### Concentrix Ltd - Head Office

20 Granite Way  
Mountsorrel  
Leicestershire  
LE12 7TZ

T: +44 (0)1509 410500  
E: [info@concentrix.co.uk](mailto:info@concentrix.co.uk)  
W: [www.concentrix.co.uk](http://www.concentrix.co.uk)