

# Legrand CRM

## The Legrand CRM difference

The biggest test of any CRM Solution is whether your team will actually use it. Will it increase productivity or simply increase their workload? Too many CRM solutions fail in practice because of low user acceptance. This is where we differ; Legrand CRM delivers all the benefits of a CRM system, without the complexities. Practical, easy to use and easy to configure. Your team will enjoy using Legrand CRM because it will make their work day easier!

### Introducing Legrand CRM Desktop Edition

With over 10 years' experience Legrand CRM desktop edition is a very practical tool that will bring immediate improvements to your business operation. Legrand is easy to use and easy to configure. It includes "hooks" to enable integration with your website, accounting system and other specialized business applications for a full 360 degree view of business activities.

### Why every business Needs a CRM

In a nutshell, **Business Intelligence and Continuity!**

Legrand CRM captures everything that is important about your customers and business activities. It enables you to analyze and segment your customers, manage mailing lists, track the success rate of sales activities, manage your resources, schedule tasks and activities, and provides continuity when people move on.



### Easy, Powerful, Flexible

#### Why customers choose Legrand CRM

- It delivers results!
- It is truly easy to use
- Increases productivity
- Highly-configurable
- Available on the desktop, and in your web browser
- Deep integration with Intuit® and Sage® accounting systems
- Intuitive quotation module
- Great email marketing solution
- Capture leads from your web site without rekeying
- Everyone is 'in sync' on customer activities

Finally, you can extract all your customer intelligence out of those hard to reach information silos – emails, files, Microsoft Outlook, Excel, Access, even your accounting system – and pour them into one central repository that everyone can use to improve the operation of your organization and drive new growth.

### A Legrand CRM Solution for every business:

**Legrand CRM Desktop Edition**  
Data is located on your server  
[www.legrandcrm.com](http://www.legrandcrm.com)

**Legrand CRM Online Edition**  
100% in the cloud  
[www.legrandonline.com](http://www.legrandonline.com)

