



that's correct

The latest in Smart IT Solutions by the Smart IT Company

March 06

CRM – Customer Information is King when Keeping Customers

Many people when they think about Customer Relationship Management (CRM) think about sales, sales opportunities and how they can manage prospects, and obtain new customers. Your perception depends on your business and how it gains new customers and deals with its existing customers. What some forget is that CRM is also about maintaining your relationship with your existing customers and keeping them happy to deal with your company in the long term. One truth of business is it is far cheaper to hold onto customers, than gain new customers, and so most of us need to work harder at looking after our existing customers to maintain a healthier bottom line.

So how does a business do this effectively?

In the Business to Business market, whether you sell IT solutions or you wholesale pots to retail outlets the key is knowing

(Continued on page 2)

Every PC Needs Spyware Protection

What is Spyware?

Spyware is non-viral software applications that can be loaded onto a PC without a user's knowledge while they are browsing the internet or copying legitimate files to their computer. Spyware can monitor a user's computing habits, personal and confidential information and send this information to third parties without the user's authorisation or knowledge.

How can Trend Micro Anti-Spyware for SMB help?

Trend Micro Anti-Spyware for Small and Medium Businesses is the only standalone anti-spyware solution that automatically delivers best-in-class spyware detection and removal capabilities to networked PCs and servers. It safely and accurately blocks and removes spyware including adware, key loggers, security disablers, and browser hijackers, which drain

(Continued on page 2)

Correct Solutions

We are interested in getting to know you and your business further. If you have questions or require further assistance please contact our sales or support departments:

> **Telephone:**
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> **Facsimile:**
(02) 8831 8299

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Correct Solutions is Going for Gold!

Correct Solutions is pleased to announce we have just renewed our Microsoft Certification and achieved the Network Infrastructure Competency. This adds to our title of Small Business Specialist, which is great for us and even better for you, our clients. However we are not stopping there, just like our elite athletes at the Commonwealth Games in Melbourne, we are going for Gold – Gold Certification

Correct is part of the SMB market and we deal with similar day to day issues as the businesses we service. We understand the needs and the pressures placed on small to medium sized businesses. This gives us direct insight into how we can help your organisation, so being a Small Business Specialist means just that - we specialise in the SMB Market.

Like any SMB we rely on our key resources of people and knowledge. We need to know about the latest trends with what is happening not only in our industry, but in the greater business world. Microsoft Certification gives us an excellent resource we can use to help you get better value from your IT investments. If we can't provide you with the answers you require from our own knowledge and

expertise, we have access to Microsoft support, a vital resource to assist us to resolve issues as they occur. It also means we are at the forefront of changes, which allows us to provide you with the right information for you to make informed business decisions. To become a Gold Certified Partner is the highest achievement from Microsoft and attaining this level would give us greater access to Microsoft support, allowing even better response time for our clients and we would be better placed to meet your needs.

To allow us to help you, and make possible recommendations on your current IT Health, we would like to offer a Technology Assessment. This Technology Assessment has two stages: Business Assessment and Technical Assessment. The Business Assessment involves us meeting with you to identify your business needs, current processes and goals, to help determine where technology can provide a clear return on investment. The Technical Assessment focuses on your current IT set-up and aims to identify gaps and recommend a technology solution that would support the business goals identified.

(Continued on page 2)

Special Offer for March 2006 Newsletter

Buy a Microsoft Wireless Notebook Optical Mouse for \$55.95 (normally \$69.95) before April 31st *

- The MS Wireless Notebook Optical Mouse features a **small snap-in receiver** that plugs into your notebook when you are ready to work & snaps into the mouse when you are ready to go mobile!
- The **mouse turns off automatically** when the receiver is snapped in, so you don't have to worry about wasting battery power!

*Offer only while stocks last!





(Continued from page 1)

CRM – Customer Information is King when Keeping Customers

your customers, and knowing how your products or services can benefit their business. A CRM package will allow your dealing with customers to be noted and stored in a central database, giving different members of your team a 360 degree view of the interaction with clients and therefore allowing them to deal more appropriately and effectively.

So knowing what you sell your customers and how they like to deal with you is paramount to keeping customers satisfied, and keeping them coming back to you. So how do you manage this process?

You need to be able to identify and classify your existing customer base, so you can tailor your message. You also need to be able to adapt and modify the information stored against your contacts. As the information changes, so does your message and response to your customers needs and wants. This means that if you wanted to market to your existing customers, you could do this with ease, but most importantly it means that when anybody within your organisation looks at the customer record they know who the customer is, what they do, and how your organisation deals with them.

Key Issues that need to be addressed by a CRM solution:

- Ability to classify and group your customers
- Ability to extract these groups and classifications to tailor your business offerings to these customers
- Ease to update and enter new information about customers into this centralised system
- To be able to quickly view the contact that different members of your team have had with customers
- Ability to access this information at all times, both in and out of the office

In short, a business needs to manage the information on customers effectively, so that it can then utilise this information to deal with these customers better, in an effort to keep them happy and satisfied.

If you would like to discuss how our CRM solutions may help your business in this process, please call to make an appointment with Marianne on 02-8831-8200.

(Continued from page 1)

Correct Solutions is Going for Gold!

For a limited time we would like to offer the first two hours of the Technology Assessment to you for FREE*! – Call us today on (02) 8831 8200!

* This offer is only available to the first 10 customers and only up until 31st April 2006. The first 2 hours of the Technology Assessment is free, any time after this will be billed at Correct Solutions' usual rates. The



(Continued from page 1)

Trend Micro Anti-Spyware for SMB

company resources and productivity and steal customer and business information.

Trend Micro Anti-Spyware is a standalone solution so it works with any anti virus solution you are currently using, including older versions of Trend Micro products, but can also be integrated when purchasing new versions of either Client Server Suite for SMB or Client Server Messaging Suite for SMB.

Call us today on (02) 8831 8200 or visit www.trendmicro.com/smb/antispyware/ for more information or to Download a Free 30 Day Trial!

Easy to manage: Set it and forget it

- Fast installation, auto updates
- Remote management of PC's and servers from any web connection
- Automatically removes Spyware without IT visits to each PC
- Continuously blocks known and new Spyware in Real Time
- Works with any antivirus

Why not just use Freeware?

- No automatic deployment to multi-PC environments
- No central/remote management—depends on end users
- No support and services with freeware



Have You Updated Your Records?

Correct Solutions' contact details for our Castle Hill office are:

Phone: (02) 8831 8200 and Fax: (02) 8831 8299