



# Maximizer CRM



## Overview

Maximizer CRM has been a leader in CRM software for over 25 years. The perfect CRM solution for small to mid-sized businesses, with powerful features for managing your sales, marketing and customer service functions, and with Avrion's range of connectors, you can take Maximizer to the next level by integrating it into your other business systems.

## Why choose Maximizer?

Maximizer CRM is an excellent mid-market CRM software platform. It is used worldwide by more than 30,000 companies across most industry sectors. Its strengths are associated with the features that support:

- › Customer acquisition (lead nurturing and prospecting)
- › Sales generation (opportunity and sales pipeline management)
- › Customer retention (relationship management and customer services features).

It can be purchased as a cloud subscription service or implemented on your own network / hosted cloud services.

## Maximizer CRM:

- › Simple to configure
- › Straightforward to integrate
- › Data hosted in UK
- › Library of integrations
- › Easy to maintain
- › Low running costs
- › Departmental personalisation
- › Flexible deployment.

## Why choose Avrion?

Avrion is a team of experienced technology professionals who want to help our customers achieve the best results with their existing systems.

Our goal is to help streamline and automate your business and, by improving your efficiency and productivity, make you competitive.

## Avrion:

- › #1 Elite Partner in EMEA
- › Best support team
- › Solutions delivered faster
- › Direct influence into product
- › Most knowledgeable about Maximizer
- › Library of solution frameworks
- › Most cost-effective
- › Passionate about technology.

ELITE

 **Maximizer**  
**Partner**

A PROPERLY IMPLEMENTED CRM  
SOLUTION CAN YIELD AN ROI OF

**45%** PER POUND  
INVESTED

READWRITE

