

## Small-Scale CRM, Large-Scale Results

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Edited by Jeremy Cohen

When it comes to customer relationship management solutions, one size needn't fit all—an assertion InfoStreet can definitely get behind.

The company, creator of the Web-based IT and productivity suite StreetSmart, has just unveiled a new version of the latter's CRM application. StreetSmart's CRM offers small businesses across all industries the tools that management and sales professionals need to track leads and customers and grow business.

"This optional add-on to StreetSmart was created in direct response to feedback we received from our clients who wanted CRM, but didn't require the pricey and overly complex feature sets found with competing tools," says Phil Conrad, director of national accounts at InfoStreet. "Our CRM is extremely robust, extremely affordable and, furthermore, it is designed to allow collaboration throughout the entire organization—not just amongst the sales group."

Among the key features of StreetSmart's CRM:

- Easy accessibility from any Web browser—ideal for connecting multiple offices, remote workers and road warriors.
- Collecting and storing whatever information you like about your prospects, clients and other customers. Because StreetSmart is customizable, it matches the specific needs of your company.
- A central location from which to archive and review all activity related to a customer.
- The ability to assign a specific employee responsibility for handling a particular customer. As the need arises, the record can be moved from person to person or from department to department with ease.
- Sharing information with co-workers about specific customers. As activity occurs and a customer's record is updated, e-mail-based notifications can be set up to go to appropriate people within your organization.
- The ability to decide which employee has access to which information.
- Actions such as "call for follow-up," "send literature," "send quote" or "arrange meeting" will help you manage the next steps in the relationship. You can even create your own actions and receive reminders as the next steps are due.
- The ability to ensure important conversations or other elements of the relationship are captured and available for later access.
- Integration with other StreetSmart applications, allowing for a totally unified system where all information is amalgamated into a single source.
- A complete historical account of record activity that makes account transition between reps or departments seamless.

*Editor's Note: For more information about StreetSmart's CRM, visit [www.infostreet.com](http://www.infostreet.com).*

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