

Crux Client



Everyone is your potential client



Get closer than ever to your clients

After every successful networking event, we always have big pile of business cards. But we have no time to maintain a proper database of our prospective clients. More pressing matters keep us busy in front of this administrative task.

As a small business owner, it is easy to ignore this task for important matters. However, have you ever considered how this seemingly ordinary chore is **COSTING** you money.

Most businesses understand the value of engaging with both existing and potential clients. But if you don't know who those clients are, where to find them, you can't hope to make a lasting and profitable connection with them.

Every single phone call, email inquiry and visit to know something about your business is extremely important because **"Everyone is your potential client."**

You never get a second chance to make a first impression.

A quick and easy way to build trust and secure sales is to keep in touch with your prospective and regular clients. Send marketing and service communications that are relevant to them at the right time. However, if you fail to collect and verify client address data effectively when they first give it to you, the process can rapidly turn into a significant cost to your business— in terms of time and money – rather than a powerful tool.

Every client is the center of your universe.

With Crux Client

- Create detailed client profiles.
 - Take advantage of timely follow up.
 - Use Marketing budget more effectively
- with Targeted Email Campaigns.
- Get business leads.
 - Enjoy revenue growth.
 - Create, print, save and email invoices

with just one click.

Improved Productivity

No more piles of business cards. Search any information of your client instantly. Enjoy improved productivity by spending more time on value added activities.

Timely Follow-up

Every potential client want to hear from you in 24-48 hours window. With Crux Client, update client data and start interacting instantly. Take advantage of building rapport with your clients. Don't miss a potential sale!

Improved Business Reputation

People want to buy from someone they know, like and trust. Build that trust by keeping your records up-to-date so you can get back to people when you say you will. You will never get a second chance to make a first impression.



Salient features of Crux Client

- ◆ Create prospective and registered client profiles.
- ◆ Send bulk email to your clients with a single click.
- ◆ Search and update client information seamlessly.
- ◆ See client location on Google map with a click.
- ◆ Record and track every important note about your clients.
- ◆ Send information packs (files) on the fly.
- ◆ Send required documents without exiting application.
- ◆ Keep full track of every document required from clients.
- ◆ Schedule meetings and appointments without going to MS Outlook.
- ◆ Create, save, print and email invoices with a single click.
- ◆ Check outstanding balance of any client.
- ◆ Receive payment from walk-in clients and issue receipt.
- ◆ Generate, print or email periodic reports.
- ◆ Print mailing labels instantly.
- ◆ See your "Follow up" list to interact with clients for outstanding matters.



Standard and Customized Reports

Business owners now examine data for everything to measure success of their business. In today's world we are surrounded by mountains of data. Analytical reports from this data condense everything into a digestible document.

Crux Client is loaded with a number of state of the art standard reports. However, not everyone defines "Success" in the same way. Every business has individualized goals and strategies to meet them. Share with us your requirements and we will customize reports to meet your needs.



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