

## Title and Escrow Firm Finds Best CRM Solution With Commence

Author: [Thomas Cutler](#) | Posted: 03-01-2008

E. Clifford Treat, vice-president of Development for The Talon Group, escrow and title services, first experienced Commence CRM with his own company in 1995. According to Treat, "The Talon Group has been a Commence user since 1999. The initial need for the Commence technology solutions for Treat's own company followed a careful examination of a wide range of solutions (ACT! Maximizer, among others..."We required the ability to support a national (and later International sales force). None of the other solutions possessed both the customizability and ability to support a geographically dispersed workforce anywhere near as well as Commence was able to do." Similarly, Talon required the customization by business people rather than programmers as well as the ability to integrate changes "on the fly" while people were using the system.

Treat identified the top three benefits The Talon Group has experienced as a result of using Commence CRM:

- The ability to translate ideas into action in hours and days as opposed to weeks and months has allowed us to present a very responsive "client-facing" side to the company.
- Internet integration – From very early on, we have been able to serve up client data in near real-time through the Internet.
- Customizable user interface. We have a variety of users and the interface can be adapted so each user has a "desktop" that supports the way he or she does business. It has dramatically improved productivity as well as reduced errors.

Treat also noted that, "We use Commence as a data cube that supports not only our desktop environment, but also provides a wide variety of data driven services through our website to real estate professionals...we also support our client's end user that allows them to see status, documents, about their transaction(s) and communicate with us and their agents and loan officers. Both sites provide seven years of historical data online. Finally, we have an internal site that supports our sales and customer service people with real time data and analysis."

Many small and mid-sized businesses (SMB) have taken notice of Commence Corporation ([www.commence.com](http://www.commence.com)), a provider of on-premise and hosted web-based solutions designed specifically for this businesses sector. The company is gaining momentum and marketshare with Commence On-Demand, a suite of CRM (customer relationship management) applications that is deployed as software as a service (SaaS).

According to Larry Caretsky, President of Commence CRM, "We are delighted that The Talon Group is able to gain so much benefit from the technology solutions we provide."

### **About Commence Corporation**

Commence Corporation is a leading provider of Customer Relationship Management solutions. The company's products are designed to provide growing businesses with flexible solutions that leverage the Web to offer an integrated platform for managing sales execution and customer service. Commence supports several thousand customers through a worldwide distribution network, with outlets in North and South America, Europe and Asia.