



Commence CRM A Robust Offering For SME's *(Now Includes Help Desk and Project Management)*

TINTON FALLS, N.J. OCTOBER 12, 2010 – Commence Corporation a leading provider of Customer Relationship Management software for small to mid-size enterprises has evolved into a robust CRM offering that now includes Help Desk and Project Management applications. “CRM all about capturing, managing and sharing vital customer information with the people and departments that require it to efficiently do their jobs, says Larry Caretsky, President of Commence Corporation. This requires more than simply managing contacts, leads and sales opportunities. Most CRM solutions for SME's are focused on contact management and sales automation and fall short when it comes to managing customer service or projects. This makes it difficult to become a more efficient sales and service organization if customer service personnel and the vital information they capture are left out of the equation Caretsky concluded.”

Commence offers a suite of comprehensive business applications for contact management, sales and marketing that now include a Customer Service module and a Project Management system. The Help Desk module offers an advanced ticketing system with threading, a feature that provides a service representative with the ability to note the conversation that occurred between themselves and the customer. This is then linked to the account and contact record so that everyone involved with selling or servicing the customer has a complete service record and history of all correspondence including e-mail. The application also includes a Knowledgebase and a Frequently Asked Questions (FAQ) section that has proven to help customers provide best in class service by providing employees with access to information in the Knowledgebase then the ability to e-mail the appropriate response to the customer.

The Project Management application provides the ability to efficiently manage projects, establish tasks and timelines for completion of the project, assign personnel and keep track of billable hours. Time slips are also incorporate within the application. The Project Management functionality is also fully integrated with each account and contract record providing all authorized personnel with the ability to review service history and projects along with sales, and marketing activity. Commence CRM incorporates functionality traditionally only found in higher level enterprise solutions. This has made Commence the clear choice for small to mid-size companies that require more than basic CRM solutions.

About Commence

Founded in 1988, Commence develops and delivers a diverse suite of award winning CRM products that integrate people, processes and technology. Delivered via the popular software-as-a-service (SaaS) model or implemented as on premise licensed software, Commence CRM software solutions are used by thousand of companies to streamline sales and customer service front-end business processes. As a result, Commence clients increase workforce productivity, generate positive customer interactions, and reduce cost. More information about Commence can be accessed at www.commence.com or at 1-877-COMMENCE.