



IMPARTING CUSTOMIZABLE CRM SOLUTIONS TO IMPROVE BUSINESS PERFORMANCE

CRM software can have a significant impact on the performance of a business, by automating and streamlining the internal business processes that impact how the company markets, sells and provides services to customers. However, in order to realize the maximum value from any CRM solution one needs to complement the software with experienced sales, marketing and service personnel. The challenge is that many small to mid-size business cannot afford to hire these professionals and struggle to implement the internal policies and procedures to improve business performance. **Commence Corporation**, a leading CRM software provider company, has addressed this situation by coupling the software with a highly experienced team of sales, marketing and service professionals that help customers implement best practices for improving the performance of their business.

Below are highlights of the interview conducted between Commence and Insights Success:

Kindly take us through a detailed overview of the company.

Founded in 1990, Commence Corporation has a rich history of providing Customer Relationship Management software (CRM) and business process automation tools to the small and mid-size business community. The company's success over the past two decades has been driven by its ability to deliver top rated business software coupled with best practices that ensure that customers realize the maximum value from its products. The coupling of a best in class product with an array of sales and marketing enablement services places Commence CRM head and shoulders above the competition.

One of the key differentiators for Commence has been the high degree of customization that its solution offers. Unlike traditional cookie cutter CRM offerings that offer basic functionality, and limited customization, Commence CRM offers a comprehensive solution that rivals many higher end

products costing much more and it can be easily tailored to meet unique business requirements. This has enabled the product to be utilized in more than 35 different industries and more than a dozen countries around the world.

In addition, Commence has an extensive support network. Business partners and value-added resellers support customers outside the United States while an experienced team of sales, marketing and service professionals employed directly by Commence Corporation support customers in the USA.

How do you diversify your company's offerings to appeal the target audience?

Customers today are looking for more than most basic CRM offerings can provide, but not the cost and complexity associated with higher end products designed for large organizations. Commence offers a robust CRM solution that rivals higher end products costing much more but its flexibility enables the solution to be tailored to address industry specific requirements. Few companies can match the functionality and flexibility of Commence CRM.

Give a detailed description of the CEO's contribution over the company and the industry.

Larry Caretsky, CEO of Commence Corporation, is known as a passionate outspoken and highly competitive chief with strong leadership skills. According to his biggest assets—employees—he has instilled the philosophy that Commence cannot be all things to all people, but that the company has the knowledge and expertise to do one to two things better than everyone else. "Let's be an inch wide but a mile deep," says the steadfast leader. His leadership has made Commence a formidable competitor in the CRM sector.

From an industry perspective he is considered an expert in the CRM sector and has written numerous articles about how businesses can use CRM technology to improve how



Why manage customer relationships when you can MASTER them with Commence CRM



they market, sell and provide services to their customers. He has been nominated as one of the 40 Most Inspiring Leaders in Sales Lead Management, written numerous articles on the use of CRM software and is the author of an e-book, Practices That Pay” Leveraging Information to Achieve Selling Results.

Being a leading CRM solution provider, what has been the company's contribution in this ever-evolving sector?

For more than two decades Commence Corporation has continued to introduce products and services that have traditionally only been available and affordable to larger corporations. By reducing the complexity of new technology and providing the maintenance and support of our products we have enabled small to mid-size businesses to take advantage of state-of-the-art business solutions and compete with the same technology larger corporations have been using for years.

The services component of Commence Corporation's offering has been a significant win for the SMB community as well. Providing business solutions alone does not ensure that customers can take advantage of newer technology. Commence provides the IT, sales and marketing services these businesses require so that they can focus 100% of their time growing their business and leaving the management and maintainability of their CRM system to the Commence experts.

Describe the experiences, achievements or lessons learnt that has shaped the journey of the company.

The software industry has changed radically over the past decade and the migration from on premise software

implementations to cloud computing has opened the door to a number of challenges and new product and service offerings. Customers today are move driven by the needs of the user community then in the past where IT decisions were traditionally made by the IT department. This has caused Commence Corporation to restructure how our product and services are delivered, supported and maintained. It required a new set of skills for cloud computing, different business partnerships and a restructure of how our products are sold and implemented. The company has successfully made this transition and is highly touted for the quality of the products and services it provides.

Kindly highlight company's future endeavours and how it is planning to expand globally?

Going forward, Commence will be introducing several new services to the market in 2020. One will be a Sales Enablement process whereby we assist customers in putting together articles, case studies, customer testimonials and competitive analysis so that their sales team is fully prepared to immediately respond to questions, prospect inquiries and competitive battles. It's a new service targeted at sales organizations that do not have this collateral in place or sales management that needs assistance with this process. We are also talking with companies that offer artificial intelligence and we hope to integrate this technology with our future product offerings.