

Whether you are looking to improve your customer service or simply find new customers, South West ICT offers IT-based sales and marketing support to all Cornish businesses. We are a CRM company in Cornwall delivering software solutions that make light work of email management, email marketing campaigns and customer relationship marketing activity.



Enquiry
Form

In tough economic times, every channel to market has to be exploited and every business relationship nurtured.

When there are many employees in a business, it is easier for a large business to realise the full benefits of IT systems but this is **not so easy for the smaller businesses** who struggle to embrace the right technology and therefore lose out of significant sales and marketing opportunities.

Some of the many benefits of CRM

- **Customers keep coming back to YOU**
- **Easier to find (and attract) new business**
- **Greater sales reach**
- **Consistent branding and messages adds professionalism**

This is where South West ICT can help a small business.

Many of our smaller clients are '**IT technophobes**' or they focus on their core capabilities preferring to leave the IT to someone else. South West ICT's Professional Services team executes their marketing campaigns leaving them to run their business and use the CRM technology to follow up on the 'warm' leads the campaigns generate.

A Customer Success Story: Duchy Hose & Hydraulics - Falmouth

When Duchy Hose & Hydraulics came to us, the owner/manager was keen to send out monthly newsletters to each of his customers. Rather than employ someone to look after this area he contracted our Professional Services team to **send out his email marketing messages on his behalf**. As a result he was able to carry on as normal while his brand and key messages landed in front of his customer base every month. Moreover his **business became a 24hour sales operation** since his messages were being delivered even when he was not working! Duchy now has a CRM system that is building up customer knowledge which they plan to use to **focus on finding and winning new customers**.

Free to You with Convergence Funding!

With **Convergence funding available** to many businesses in Cornwall, Customer Relationship Management (CRM) has become the de facto standard for any progressive Cornish business. If you are not proactively marketing yourself then contact us and we'll transform your email management and customer marketing activities overnight.

South West ICT covers the South West from its base in Falmouth and is Cornwall's #1 business for CRM.