**News release**

30th January 2018

**OrderWise Revamps Innovative CRM System**

**Saxilby-based software specialist** [**OrderWise**](http://www.orderwise.co.uk/) **has kicked off 2018 with a whole new Customer Relationship Management (CRM) system.**

Rolling out to new customers as well as established clients, this new update is being hailed as the most innovative the company has launched.

Following a cavalcade of awards last year, including [Family Business of the Year](https://www.orderwise.co.uk/general-2/orderwise-family-business/) at the Midlands Family Business Awards and founder and MD David Hallam picking up the [Business Person of the Year](https://www.orderwise.co.uk/general-2/orderwise-director-business/) at the Lincolnshire Media Business Awards, the company has revamped one of its key offerings.

David explains: “The new CRM system, designed to be used in combination with our software for Marketing and Business Intelligence, will help streamline company activities when nurturing sales leads or managing complex projects.”

“It is a thorough and reliable way to see all your sales processes, marketing activity and sales pipeline in one place and it allows the ability to direct staff time management.”

OrderWise CRM enables businesses to target the right customers at the right time to build stronger and more profitable relationships. This is done by having a simple drag and drop style interface that is user-friendly and allows a pipeline-style display of easily accessible information on potential and existing leads.

This new CRM module is an improvement on existing technology as it combines some of the most useful and valuable additions OrderWise has made to the system in the last 18 months, including their Business Intelligence (BI) Alerts.

The CRM system also appears the same in both the desktop and mobile app versions of OrderWise, meaning those who work in the field can expect to see changes made by others as and when they happen and in the same way.

David adds: “The integration offered by our new product is the key selling point. A lot of our customers had used OrderWise in the past but were using separate third-party CRM systems to do business. This was proving difficult as they had to move sets of data around. This not only presented time constraints, but allowed mistakes to be transferred too. Because all the data and systems are now in one place, visibility of processes like sales, marketing and lead generation is far easier to manage.

“Having OrderWise CRM in place also increases profitability; if customers are paying for multiple systems when they can have it all under one umbrella, it negates any savings they could possibly make. Having it in one place is obviously advantageous.”

To find out more about OrderWise, visit [www.orderwise.co.uk](http://www.orderwise.co.uk)

**Ends**

**Notes to Editors:**

* [OrderWise Business Management Software](http://www.orderwise.co.uk/) from Wise Software (UK) Ltd is a highly scalable, fully integrated and fully tailored all-in-one solution, designed to suit any business, of any size and of any sector. It can bring together all strands of a business and be adapted for use across the web to manage stock, orders and warehousing operations, as well as sync with accounts software and other systems to provide a combined solution.
* Based in Saxilby just outside Lincoln, the company has been established since 1991.

**For media information please contact:**

**Mike Shields**

**PR Account Manager**

**Shooting Star**

**01522 528540**

**mike@weareshootingstar.co.uk**

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