

# Module Overview

The **Ironbark CRM** module allows users to record the relationship between the client and the organisation with smart mail merges and diary entry – an essential communication tool between you and your client.

It is the entire process of a pre-sales, sales and service relationship with a customer.

## Industries

- Fresh Produce
- Premium Funding
- Fuel Distribution
- Project Management
- Timber
- Manufacturing
- Healthcare
- Building & Construction
- Wholesale Distribution

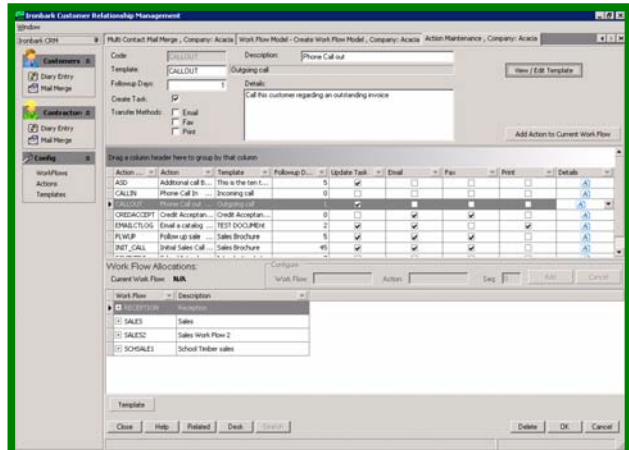
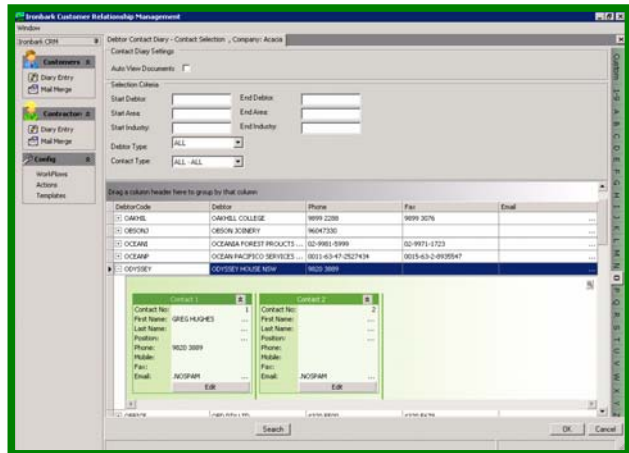
## Main Features

- Work flow action models that allow for automated response to actions.
- Customer interaction using specific contacts in the Debtor/Creditor/Job Modules
- Contacts are defined by contact type (i.e. Accounts, Purchasing etc)
- Contacts have all relevant contact data including phone, mobile and fax numbers and email addresses
- Notes and Word templates for replies
- Supports email, fax and printing
- Allows attached documents for emailing

- Emails can be text, PDF or HTML attachments
- All sent documents are stored by contact and can be resent, viewed or printed.
- Bulk mail merge using Workflows and action templates
- Customer selection filters
- Complete diary trace of all actions

## Reporting

- Reports detailing un-actioned responses or responses due



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Proven Solutions  
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Customer Base**