



## CRM's Maximizer Receives CRM Excellence Award

By David Sims, TMCnet Contributing Editor

Maximizer Software has received TMC's ([News - Alert](#)) Customer Interaction Solutions Magazine's annual 'CRM Excellence Award' for the successful Maximizer deployment at a major North American Resort Real Estate Marketer.

"The Eighth Annual CRM Excellence Awards commend the companies that have proven to be true CRM partners to their customers and clients. Maximizer has demonstrated to the editors of Customer Interaction Solutions that their products and services have substantially improved the processes of their clients' businesses by streamlining and facilitating the flow of information needed for companies to retain their most precious asset -- their customers," said Nadji Tehrani, founder and chairman of TMC, publishers of Customer Interaction Solutions.

CRM Excellence Award winners are chosen on the basis of their product or service's ability to help extend and expand the customer relationship to become all encompassing, covering the entire enterprise and the entire lifetime of the customer. The CRM Excellence Award is based on hard data, facts and numbers demonstrating the improvements that the winner's product has made for customers.

In April Maximizer announced the availability of MaxMobile CRM Smartphone, the latest in its suite of mobile CRM products for traveling sales and service employees.

The new product extends the sales and service capabilities of the Maximizer line of CRM products out to traveling employees who use wireless devices running the popular Windows Mobile wireless operating system on Smartphones.

Forrester Research's ([News - Alert](#)) Liz Herbert wrote in the "Extend CRM Value With Mobility" report issued last June that firms "embrace mobile CRM to improve productivity, increase CRM system adoption, and enhance the customer experience. Mobile CRM is now a must-do for many field sales and service organizations because it allows reps to access and update CRM information anywhere they can use a mobile device."

MaxMobile CRM Smartphone extends the mobile CRM functionality of the Maximizer line of CRM products out to traveling sales and service employees using common smartphones such as the Motorola Q, Samsung ([News - Alert](#)) Blackjack and T-Mobile Dash.

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