

## **SALESCENTRIC PARTNERS WITH CUSTOMER EFFECTIVE TO IMPROVE SALES for FINANCIAL SERVICES CUSTOMERS**

**December 2007** – SalesCentric and Customer Effective, a Microsoft Gold Certified Partner and value-added reseller of Microsoft Dynamics CRM, are forming a partnership to enable Customer Effective to offer its customers SalesCentric Relationship Charts, an add-on for Microsoft Dynamics CRM.

Relationship Charts were developed by SalesCentric to complement Microsoft Dynamics CRM with easy to use, visual tools that improve sales performance, forecast accuracy and marketing effectiveness. Customer Effective is taking this functionality and including it in its portfolio of add-ons which includes 'Capital Effective', its front office relationship management solution designed exclusively for the financial services market.

“Our Capital Effective offering serves organizations in commercial banking, private equity, investment banking, hedge funds and wealth management to address marketing, sales and customer service performance,” explains Scott Millwood, CEO Customer Effective. “The visual integration and mapping of entities provided by Relationship Charts provides the rich, graphical look our financial service customers crave.”

Matthew Crook, CEO of SalesCentric adds, “We are excited to collaborate with Customer Effective in their pioneering product offering. With Relationship Charts, Capital Effective will deliver real business value to customers in the financial services sector. Relationship Charts are a perfect fit for unique business requirements of this vertical market.”

For more information on Relationship Charts please call SalesCentric on +1 212 939-7500, email [info@salescentric.com](mailto:info@salescentric.com) or visit [www.salescentric.com](http://www.salescentric.com). Alternatively, please visit Customer Effective's website, [www.customereffective.com](http://www.customereffective.com)

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### **About SalesCentric**

Established in 2003, SalesCentric develops and markets add-on software to visually enhance Microsoft Dynamics CRM, sold globally via Microsoft channel partners. With facilities in the US and the UK, SalesCentric products help drive CRM usage, increase sales performance and improve marketing effectiveness. SalesCentric is a Microsoft certified ISV partner. For more information, visit [www.salescentric.com](http://www.salescentric.com)

### **About Customer Effective**

Customer Effective, with headquarters in Greenville, South Carolina, USA is a leading innovator in customer interaction solutions based on the Microsoft Dynamics CRM (Customer Relationship Management) platform. Customer Effective is a Microsoft Gold Certified Partner, Independent Software Vendor (ISV) and Solution Implementer serving mid-market and enterprise organizations worldwide. With a sole focus on Microsoft Dynamics CRM, the company has been engaged in well over 100 Microsoft CRM implementation and development projects. For more information, visit [www.CustomerEffective.com](http://www.CustomerEffective.com).

### **FOR MORE INFORMATION CONTACT**

Angela Woodward / Hannah Humphreys / Paul Stallard

Email: [salescentric@berkeleypr.co.uk](mailto:salescentric@berkeleypr.co.uk)

Tel: 0118 988 2992