

SERVO KEEPS TRACK OF CUSTOMER RELATIONSHIPS

Denver (10-12 July 2007) – Servo, a leading provider of IT solutions and services, is implementing Relationship Charts, a CRM add-on module from SalesCentric, to improve the level of service and support it offers its customers.

The software will enable Servo's account management team to visualise complex customer relationships, helping them understand who the decision-makers are within a company and who reports to whom. Relationship Charts has been developed by SalesCentric to complement Microsoft Dynamics CRM.

Dionne Barlow, marketing manager at Servo, explains how Relationship Charts is enhancing its current business processes, "Prior to implementing the SalesCentric software, we used CRM as a contact database and a means of logging opportunities, but there was no clear way of seeing those contacts or opportunities in terms of the relationships they represented. Relationship Charts is helping us improve win rates and shortens our sales cycle. It also allows our account managers to share valuable information about their accounts and contacts, and assess who directly influences a sales opportunity.

"Our customers value us as their trusted business advisor so it is vital we implement technology that will improve our business. Relationship Charts is very versatile and provides us with an excellent understanding of who we are dealing with which in turn helps us offer a better service to our customers. "

Matthew Crook, CEO at SalesCentric, comments: "Building and maintaining strong relationships really matters for Servo. It is difficult for businesses with complex sales processes to obtain an accurate picture of key relationships, as every salesperson manages his or her knowledge about customers in a different way.

"Relationship Charts provides Servo with an outlet for this knowledge to be developed into a visual chart and shared amongst the sales team, allowing account managers to use it effectively to cross-sell and provide their customers with a more rounded service."

For more information on Relationship Charts call 01256 345 575, email info@salescentric.com or visit www.salescentric.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

About Servo

Founded in 1979, Servo is one of the UK's leading providers of IT solutions, including managed services. Servo provides IT infrastructure services to the public and private sectors in local government, financial services, retail, and construction as well as various other industry sectors. With offices across the UK and over 300 staff, Servo has expertise and experience across a broad range of technologies and partnerships with global names in IT. Servo provides its range of services to an extensive customer base throughout the United Kingdom.

FOR MORE INFORMATION CONTACT

Angela Woodward / Hannah Humphreys / Jo Skeels-Piggins

Email: salescentric@berkeleypr.co.uk

Tel: 0118 988 2992