

Brookson Purchases The Latest In Customer Relationship Management Software



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Brookson, a leading accountancy provider, has purchased the latest in customer relationship management (CRM) software from K3 Business Technology Group (K3).

Brookson will use the system to drive new business through highly structured sales and marketing campaigns and it is anticipated that the system will assist the company to grow its customer base from the current 9,000 to 16,000 in three years time.

As a contractor [accountant](#), Brookson is targeting self-employed professionals trading through a Limited company or as a self employed sole trader. Brookson will also target temporary workers that do not want to run their own business but would benefit from working as employees through Brookson's [umbrella company](#).

The new Microsoft Dynamics product replaces an in-house bespoke solution and is a major step forward in technology for the Warrington-based firm. It will integrate seamlessly with Brookson's other Microsoft technology. This will provide a unique technological platform to support and focus the company's sales efforts, allowing much greater levels of organisation so that each campaign is processed systematically.

Lee Kingshott, IS Director for Brookson, commented: "We recognise the benefits that an effective CRM management can give to our business and we are always looking for efficient ways to improve our systems. It is this innovative approach that has contributed to our continued success and we look forward to the ongoing development of the relationship with K3."

"Brookson presents a perfect opportunity for utilising the latest in CRM technology. The system designed by K3 will enable the company to focus its sales activities by enabling more effective use of its extensive limited

company and self employed [sole trader](#) prospect databases. Information will flow more freely throughout the company and there will be tighter integration with its other Microsoft technology," said Maggi Fraser, general manager of K3 Business Technology Group.

The system is now in place and has been used throughout Brookson's recent Revolution campaign, which was launched through eye-catching direct mailshots and emails, targeting those currently running their own business and those looking to [set up a business](#). The campaign makes business owners aware of a service that is far removed from the traditional tax accountancy service they may currently use.

The new CRM system is now in place and has been used successfully in a major campaign. The company believes it now has the necessary CRM technology to achieve its high growth strategy.

About

Brookson:

Brookson is a leading tax accountant, IR35 specialist and support services provider to small business including business start ups. Brookson supports self employed people in their chosen way of working through its [limited company](#), sole trader and umbrella company services. As a 150 strong accountancy service, managing the affairs of over 9000 customers, Brookson is committed to offering the very best service, support and advice.

Brookson's Online Navigator Money Manager portal underpins Brookson's claim to offer one of the most innovative contractor accountant services available on the UK market. Allowing clients to access their business financial information 24/7, the system has been designed to help customers run their businesses more effectively by providing up to date financial information at their finger tips

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