



PRESS RELEASE: Microsoft Dynamics CRM Online Brings Enhanced Capability To Silverbear Customer Experience Management Software

18th February 2011, Guildford: Silverbear, a leading provider of customer engagement software, are proud to announce that the newly released Microsoft Dynamics CRM Online platform is already available within Silverbear's CRM and Membership Management software solutions.

As a Certified Gold Partner, Silverbear's close relationship with Microsoft has enabled the additional functionality provided by Dynamics CRM Online to be passed on to Silverbear customers and bring enhanced functionality and benefits. This reflects Silverbear's alignment with Microsoft and the highest level of competence and expertise with Microsoft technologies.

Combining Microsoft Dynamics CRM Online with Silverbear's Membership Management software has created a leading edge customer experience management platform which includes:

- Increased visibility of data through new real time dashboarding and advanced visual reporting capabilities
- Enhanced customisation to provide individual views tailored to specific roles or teams
- Enhanced work flows to provide more control over business processes
- Additional onscreen workflow through guided dialog sessions for key business processes

This enhanced Silverbear solution brings together effective CRM, membership and customer database management to efficiently run an organisation in a familiar, intelligent and connected environment.

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About Silverbear

With eleven years' experience, Silverbear are specialists in customer engagement software. By understanding the business context from both the client organisation and their customers' point of view, Silverbear is able to deliver real business benefits. Spanning process re-engineering, through to software design, development, deployment and testing, Silverbear is able to bring together multiple disparate sources of customer information to combine them in a unified user friendly view that can bring a rapid return on investment.

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