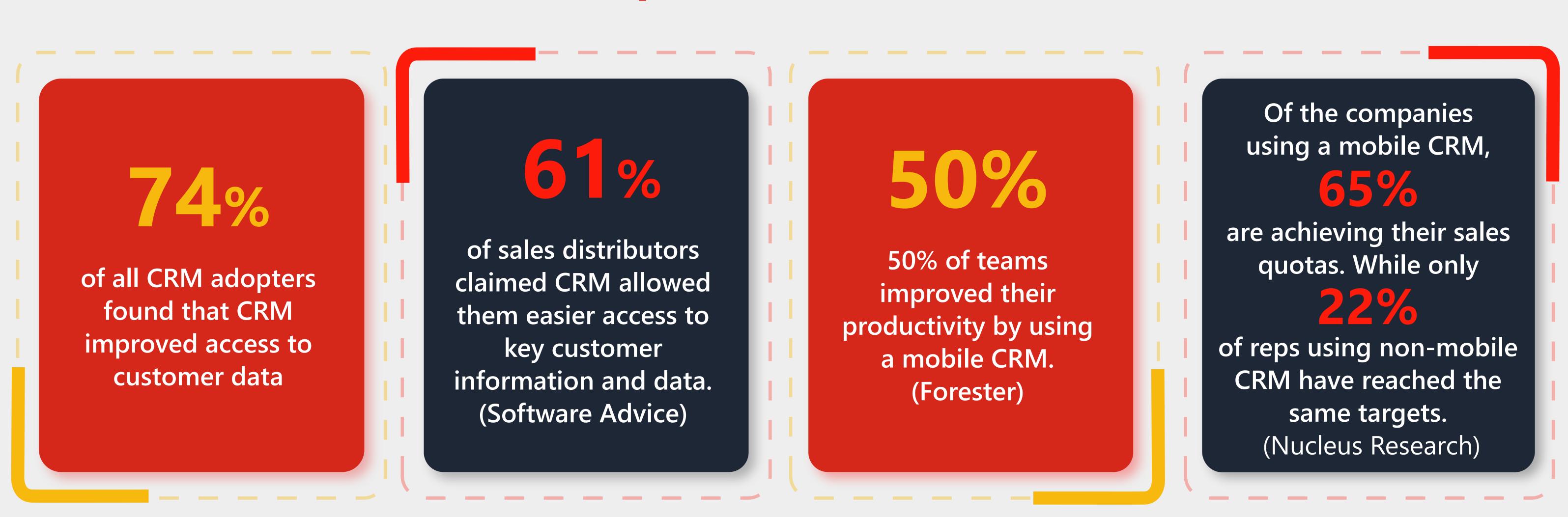


CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

A CRM platform is a powerful way to keep your customer relationship at the forefront of everything your organization does.

Better Customer Relationship = Better ROI



6 Key Benefits of Using a CRM Platform



Better Customer Knowledge



A Better Understanding of Customer Needs



Easier Customer Segmentation



Customer Support



Better Customer Retention



Data Privacy and Protection

Aspects of Business Significantly Affected by CRM Usage

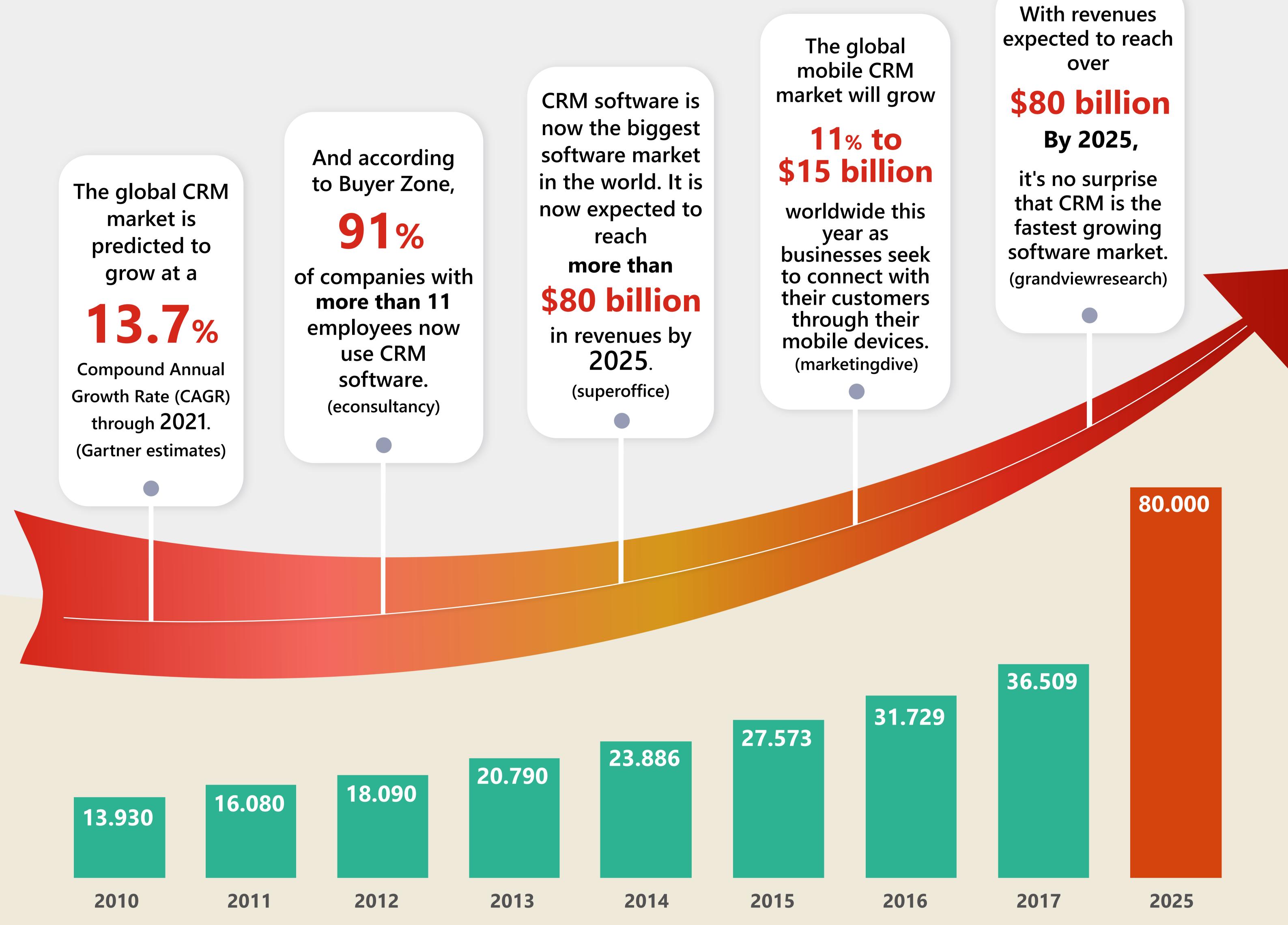








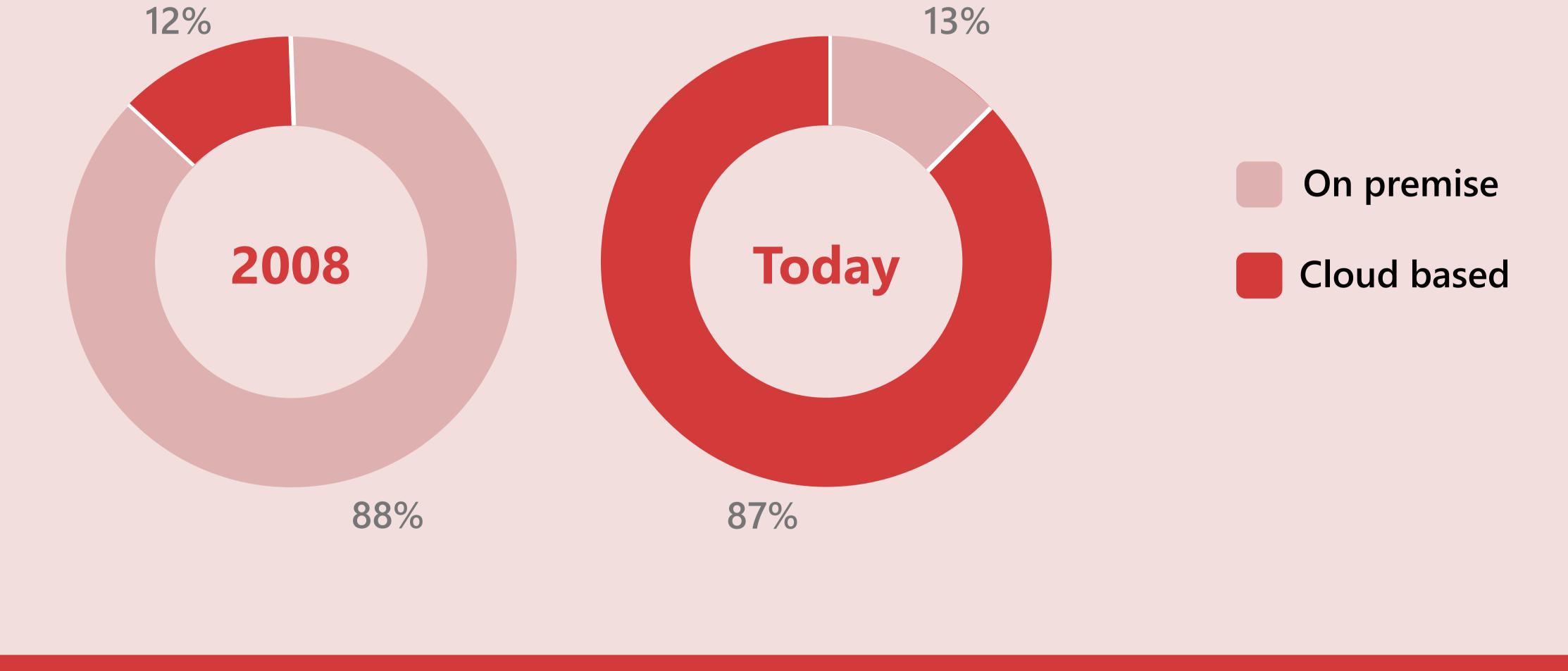
The Growth of the CRM Platform



(MILLONS OF U.S. DOLLARS)

CRM SOFTWARE REVENUE FORECAST

Cloud-Based CRM Solutions In 2008, only 12% of businesses used cloud-based CRM. The figure has now increased to 87%.

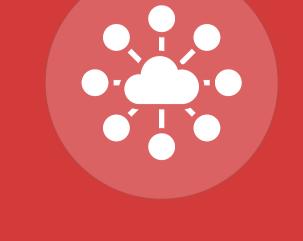


The Future of CRM Platforms



Al will anticipate or take or suggest the next action to improve customer experience.

Customer Intelligence



Big Data

It will play a big role in aggregating and organizing data



Mobile CRM Companies using mobile CRM solutions will see far higher adoption rates.

How Can iLink Help Make Your Customer Relationship Management a Business Priority?