

FEATURE COMPARISON Maximizer CRM 2019 and Previous Versions



Lead Management

UPGRADE FROM V12	UPGRADE FROM 2015	UPGRADE FROM 2016	UPGRADE FROM 2017	UPGRADE FROM 2018
<p>New Leads module that separates the prospects from customers.</p> <p>Effortlessly review and qualify your leads in a single efficient workspace.</p>	<p>New Leads module that separates the prospects from customers.</p> <p>Effortlessly review and qualify your leads in a single efficient workspace.</p>	<p>New Leads module that separates the prospects from customers.</p> <p>Effortlessly review and qualify your leads in a single efficient workspace.</p>	<p>New Leads module that separates the prospects from customers.</p> <p>Effortlessly review and qualify your leads in a single efficient workspace.</p>	<p>New Leads module that separates the prospects from customers.</p> <p>Effortlessly review and qualify your leads in a single efficient workspace.</p>

Enhance Sales Process Management

<p>Define mandatory fields using logic and rules to ensure reps always enter the right information.</p> <p>Create different sales processes tailored to each business unit.</p> <p>Track how long opportunities stay in each sales stage and identify bottlenecks using analytics.</p>	<p>Create different sales processes tailored to each business unit.</p> <p>Track how long opportunities stay in each sales stage and identify bottlenecks using analytics.</p>	<p>Create different sales processes tailored to each business unit.</p> <p>Track how long opportunities stay in each sales stage and identify bottlenecks using analytics.</p>		
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Increase Business Productivity

<p>Automatically track the last time you contacted a client.</p> <p>Quickly calculate client age, contract expiry dates and more with a new user-defined field for duration.</p> <p>Quickly generate standardized documents, letters, emails and reports from a centralized template library</p> <p>Automatically format phone numbers based on location.</p> <p>Easily find contacts with Google-style search suggestions.</p> <p>Leverage many other improvements making Maximizer easy to use on both desktop and mobile devices.</p> <p>Enhanced Quick Search that uses parameters to search for specific fields</p> <p>Custom tab that shows all the important data in one customizable workspace.</p>	<p>Automatically track the last time you contacted a client.</p> <p>Quickly calculate client age, contract expiry dates and more with a new user-defined field for duration.</p> <p>Quickly generate standardized documents, letters, emails and reports from a centralized template library</p> <p>Automatically format phone numbers based on location.</p> <p>Easily find contacts with Google-style search suggestions.</p> <p>Leverage many other improvements making Maximizer easy to use on both desktop and mobile devices.</p> <p>Enhanced Quick Search that uses parameters to search for specific fields</p> <p>Custom tab that shows all the important data in one customizable workspace.</p>	<p>Automatically track the last time you contacted a client.</p> <p>Quickly calculate client age, contract expiry dates and more with a new user-defined field for duration.</p> <p>Quickly generate standardized documents, letters, emails and reports from a centralized template library</p> <p>Automatically format phone numbers based on location.</p> <p>Easily find contacts with Google-style search suggestions.</p> <p>Leverage many other improvements making Maximizer easy to use on both desktop and mobile devices.</p> <p>Enhanced Quick Search that uses parameters to search for specific fields</p> <p>Custom tab that shows all the important data in one customizable workspace.</p>	<p>Automatically format phone numbers based on location.</p> <p>Enhanced Quick Search that uses parameters to search for specific fields</p> <p>Custom tab that shows all the important data in one customizable workspace.</p>	<p>Enhanced Quick Search that uses parameters to search for specific fields</p> <p>Custom tab that shows all the important data in one customizable workspace.</p>
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Improve Time and Task Management

UPGRADE FROM V12	UPGRADE FROM 2015	UPGRADE FROM 2016	UPGRADE FROM 2017	UPGRADE FROM 2018
<p>Simplify scheduling with a new calendar supporting all-day or multi-day appointments. Suggests the next time available if a conflict happens.</p> <p>Get a centralized view of your team's performance by viewing multiple users' activities in a new hotlist screen.</p> <p>Efficiently manage unfinished tasks by batch editing task dates.</p>	<p>Simplify scheduling with a new calendar supporting all-day or multi-day appointments. Suggests the next time available if a conflict happens.</p> <p>Get a centralized view of your team's performance by viewing multiple users' activities in a new hotlist screen.</p> <p>Efficiently manage unfinished tasks by batch editing task dates.</p>	<p>Simplify scheduling with a new calendar supporting all-day or multi-day appointments. Suggests the next time available if a conflict happens.</p>		

Improve Business Intelligence and Responsiveness

<p>Stay on top of time-sensitive events with conditional notifications and alarms you can trigger on wide-ranging criteria.</p> <p>Simplify troubleshooting and security forensics with automatic audit log creation for key fields, notes and documents.</p> <p>Quickly create interactive, re-useable Excel reports and populate them with customer information at a click.</p>	<p>Stay on top of time-sensitive events with conditional notifications and alarms you can trigger on wide-ranging criteria.</p>			
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Simplify Compliance with Anti-Spam Legislation

<p>Send emails based on the clients' opt-in options.</p> <p>Easily manage email unsubscribes.</p> <p>Allow clients to review and manage their preferences for receiving emails.</p>				
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 **MAXIMIZER**

“Since 1987, more than 1 million users and over 120,000 companies have trusted us to help boost the bottom line”

Vivek Thomas, President

Grow with Confidence. Grow with Maximizer.

We make enabling your success our top priority. That’s why we’re committed to helping each of our customers achieve outstanding results.

With top-rated tools for contact management, lead management and customer service, Maximizer CRM gives businesses everything they need to grow – all in one place.

Today, Maximizer is a global company with offices in five countries plus an international network of Certified Solution Providers. We constantly innovate to ensure our customers can become more successful.

Time and time again, they tell us that our exceptional service sets us apart as a market leader in CRM. And that feedback keeps us focused on making planning, selling and management ever easier – to help our customers get rapid results.



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