



CRM and Marketing

With the Maxim system you will be able to understand more about your customers, including how, when and how often they book, as well as when they visit, and what their interests are.

You will have the tools to analyse your data and segment your audience based upon your own selection of criteria, so that target marketing can be delivered successfully.

When used effectively these tools will help your organisation save time and money, as well as increase repeat visits and spend per head.



Key Features and Benefits

- Built in CRM functionality removes the need for integration with costly third party CRM systems
- Client types and event/interest tags enable effective segmentation
- Mail-outs can be managed based upon an extensive range of filterable criteria
- Flexible real time, cloud-based reporting provides full access to your database
- Automatic transfer of data to external CRM systems if this is the attraction's preferred route for CRM and mailing.

Reporting

Cloud-based, and real time, Maxim provides both standard reports and the ability to create your own bespoke reports simply and effectively.

Flexibility includes the addition or removal of fields/columns, creation of filters, changes to column order and groups by columns added. This functionality is available to the user, with access granted by permission level as per standard features of Maxim.

Any report created within the system can be saved by the user as a bespoke report, and run at any stage in the future, making this a report generator.

Links to all reports can be emailed to any recipient, therefore providing those without access to the report builder with a view of the reports that they require. All reports can be exported to PDF or Excel, and emailed to any recipient.