

# Overview of customers and leads

OptiMaps gives you overview and market insights with custom maps.



**Optimate**

# Overview and market insight into CRM

- Integrate Bing Maps with your Dynamics 365 CRM solution.

Driving sales or service technicians often have inefficient driving and come a long way around each day. But with the right overview, appointments can be booked to make driving more efficient.

OptiMaps provides a better overview of your customers/leads/machines using maps so that your sales people or technicians can streamline their driving time. The module also gives you a greater insight from a geographical perspective - insight that allows you to act.

## With OptiMaps you get:



Custom overview

- > With OptiMaps you can gain insight into customer/lead categories, upcoming visits, and ongoing sales with your own views.



Insight into your (most important) customers

- > Identify where your key customers are geographically and identify areas where sales efforts should be increased.



Streamline your driving sellers

- > If a seller is in a specific area, he/she can easily see the nearby customers /leads and thereby create efficient driving time.



Insights for your salespeople - flexible

- > Use colors on your maps to give sellers an overview of different customer types or how well they cover their geographical area.



Fully integrated into your Dynamics 365 CRM

- > Whatever you use Dynamics 365 for Field Service, Customer Service or Sales, the solution is fully integrated and accessible at your fingertips.



An atypical consulting company

We are called digital troubleshooters - and most call on us when the others who are immediately similar to us are waving the white flag and have given up. Because they maybe look like us, but there is a world of difference. We are a team of competent specialists. Focus is always on your business, goals and terms in building your solution.

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