

Okay, you've deployed a powerful CRM system.



Now, how about getting your people to use it?



Not only do salespeople hate entering contact data, marketing people don't trust the data once it's in the system. CardScan changes all that by accurately reading all the contact data on paper business cards and in email signatures and on the Web. It eases and accelerates user adoption of your CRM system by making contact data entry fast, accurate and complete.

Improve the accuracy, quality and quantity of your CRM data.

Contact data is only as good as it is accurate. Until now, transcribing it has been tedious,

painstakingly difficult to do well, and subject to human error. But CardScan virtually eliminates these problems by automating the data entry process.

Get more out of what you put in.

With CardScan, data entry demands are minimal, yet data entry results are accurate and complete. The result: a net gain in what you get out of your CRM system.

Leverage your data for maximum ROI.

With CardScan, accurate and complete contact data is easily leveraged across the organization, thereby reducing the cost of errors and increasing the ROI of marketing and customer programs. In no time, you'll have a CRM system that all your people are actually using.

CardScan®

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For a free White Paper or Case Study that illustrates how CardScan can help your people effectively use your CRM system, visit us at www.cardscan.com/8364. Or call us at **1-800-913-8364**.