

## The CRMA Story

Customer Retention Marketing Australia has been providing marketing solutions to clients throughout Australia **since 2008**. CRMA has grown from handling a small number of local clients to its current position of **supporting numerous small to large sized businesses from all over Australia**. As CRMA's client base has developed, the company has expanded by welcoming new employees, and investing in new and advanced equipment. These changes allow jobs to have a speedier turnaround time whilst **remaining at the forefront of customer contact**.



## Services / Programs

The following services should only be used as a guide, as we can tailor build services or programs to meet any requirement.

- CSI Program
- Fixed Price / Pre-Paid Service
- Lost Customer Program
- Manufacturer Extended Warranty
- Parts Arrival Notification
- Service Pre-Booking
- Service Reminder Program
- Used Car Extended Warranty
- Vehicle Database Letter
- Vehicle Delivery Letter



# ABOUT CRMA



# Why CRMA?



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**CRMA have been successfully providing professional assistance** to organisations who may lack the time, resources, equipment or expertise required **to take their marketing to the next level**, or who need a company to professionally maintain contact with their customers, letting them know they are valued.

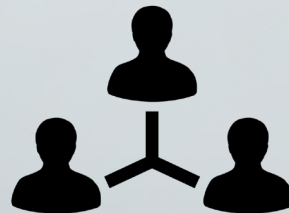
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If you want to return 100 of your customers, who have had previous relationships with your business; **this is where CRMA excels.**

Purchased databases are expensive and rarely targeted towards your business or your segment of the market. The data you have in your database is invaluable and an amazing resource. **At CRMA we make the most efficient and professional contact with the customers on your database to maximise your return on investment.**

Our techniques provide superior results, as contact on your behalf is only made with customers who have used and enjoy dealing with your company.

**CRMA see the value of creating programs which consistently aim to bring customers back, and keep these customers for the life of the product and beyond.**



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