



One of the biggest associations of Marketing in Hong Kong has chosen Maximizer Enterprise

This association is a founding member of the Asia Pacific Marketing Federation (APMF) and an important affiliate of the World Marketing Association (WMA). This Association was found recognizing Hong Kong's need for a professional association to represent the growing number of marketers and to establish a networking base for members to access industry-related resources and materials. They are now starting to use Maximizer Enterprise eCRM version as their internal customer management system.

Better way to maintain database systematically

Together with the incremental popularity of this association of Marketing, they were having more number of members year by year. In addition, the existing members were going to expire and they needed to contact members for membership renewal. As a result, they were planning to implement a CRM system helping them organize their database more neatly and remind the renewal of every membership systematically.

Identifying every member as an unique person in the database

By the use of Maximizer Enterprise, they can directly import the entire existing database into the Maximizer address book and manage every membership account more efficient as Maximizer allows them to create thousands of customized User Defined Field. For example, type of membership, expiry date, business nature, latest joined event, etc. Every colleague can know as much as he can about a specific member even they were never met before.

Powerful tools for member relationship management

They also start the renewal process with the help of the action plan. This action plan is template of steps of routine tasks pre-set for colleagues to follow. The reason to use action plan is that some progress are repeat and repeat, such plan can help to make sure things are kept on the track. Besides, Alarms are made in order to remind staff a certain period before the expiry date. Apart from the pop up reminder on today's task, email reminders are also sent out to other colleagues in different departments, since operations may involve more than one department, from contacting members to administration. Different department can then co-operate in a more effective way on achieving the same goal.

Leading the trend – web-based members' portal

Members of this association can now access into the members' portal through Internet to change their personal information, checking out resources from the web library as well as looking for information of upcoming activities. The web-based Maximizer Enterprise would allow members to only search for information respecting to their member status and display activities related.

The association is now having membership of thousands of marketing professionals and they are still expanding throughout the whole industry. They keep providing members with a wide range of quality services and benefits.