

## SME Seminar

### Improving Customer Relationship Management with Information Technology

In face of keen competition, SMEs must understand the needs of their customers and provide suitable products and services so as to maintain growth in profits. If enterprises can make use of information technology to organise information of their customers and analyse their purchasing pattern and preference, it can help them devise effective sales and marketing strategies and develop business opportunities. This seminar will introduce customer relationship management (CRM) system and how such system can help SMEs establish and maintain long-term relationship with their customers. The speaker will also share some successful cases on enhancing sales through CRM.

#### Details

- Date:** 29 September 2008 (Mon)  
**Time:** 3:00 – 5:00 p.m.  
**Venue:** Support and Consultation Centre for SMEs (SUCCESS)  
 M/F, Trade and Industry Department Tower, 700 Nathan Road, Kowloon  
 (MTR Mongkok Station Exit B1)  
**Language:** Cantonese  
**Topic:** **Improving Customer Relationship Management with Information Technology**
  - What is customer relationship management (CRM) system
  - How can enterprises understand the needs of customers, establish and maintain long-term relationship with customers through CRM system
  - Successful case sharing on CRM**Speaker:** **Mr. Lau Ka Ming, Solutions Consultant, Integrated Solutions Ltd.**

#### Registration

Owners of SMEs and trading firms, manufacturers, distributors as well as sales and marketing personnel are welcome to participate in this seminar. Admission is free.

Please visit **SUCCESS Website ([www.success.tid.gov.hk](http://www.success.tid.gov.hk))** for online registration, or fill in the registration form and fax it to **2375 7105**. The deadline for registration is **25 September 2008 (Thu)** or when all seats are allocated, whichever is earlier. Enquiry Hotline: **3403 6111**.

(Ref: 080929V)	<b>Registration Form</b>	<b>*compulsory</b>
Name*:	(Mr / Mrs / Miss) _____	<input type="checkbox"/> <20 <input type="checkbox"/> 20-30 <input type="checkbox"/> 31-40 <input type="checkbox"/> 41-50 <input type="checkbox"/> 51-60 <input type="checkbox"/> >60
Email*:	_____	Tel*: _____ Fax: _____
Address:	_____	
Company:	_____	
Status*:	<input type="checkbox"/> Business Owner (Year Established: ____; No. of Employees: ____) <input type="checkbox"/> Managerial Staff <input type="checkbox"/> Consultant <input type="checkbox"/> Potential Business Starter (Proposed Year of Establishing Company: ____ ) <input type="checkbox"/> Academic <input type="checkbox"/> Others	
Industry*:	<input type="checkbox"/> Import/Export Trades <input type="checkbox"/> Wholesale and Retail <input type="checkbox"/> Restaurants and Hotels <input type="checkbox"/> Financing, Insurance and Real Estate <input type="checkbox"/> Business Services <input type="checkbox"/> Community, Social and Personal Services <input type="checkbox"/> Manufacturing <input type="checkbox"/> Transport, Storage and Communications <input type="checkbox"/> Construction <input type="checkbox"/> Others	
Disclosure of Personal Data*	I agree that the Support and Consultation Centre for SMEs of the Trade and Industry Department can disclose my personal data to the co-organisers and speakers of the activity in question <input type="checkbox"/> Yes <input type="checkbox"/> No	

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