

Commence Corporation Offers Customer Segmentation Software

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Commence Corporation, a software company based out of Eatontown, New Jersey, is pleased to share that they offer Customer Segmentation Software. The company was founded two decades ago with the goal of helping businesses improve the efficiency of their operations by capturing, tracking and sharing vital customer information at every level of their operations.

Larry Caretsky of Commerce Corporation states, ?When you conduct your marketing efforts, should you not use one masterfully crafted marketing message that you use for all your customers and leads? Sure, you?ll get results, but the truth is that you can exponentially improve your results by customizing your messaging to specific customer segments. It?s just a fact that having a message that is relevant to your client will lead to more conversions. To do that, however, you need to segment your customer base first. That?s where our Customer Segmentation Software comes in.?

Commerce Corporation explains that, with the help of their Commence CRM Customer Segmentation

Software, businesses can easily automate the creation of customer segments across a variety of data points and reach each type of customer with messaging that addresses their specific pain points. The software will help participating teams learn how to leverage customer data and group customers that share attributes like product feature requirements. This in turn will mean that businesses can build segments based on potential profits and create selling strategies that center on high-value accounts. Use of the software will also allow marketing teams to create highly tailored marketing campaigns that focus on the needs of each specific customer segment and deploy them effectively to ensure the best results.

Caretsky says, ?If you can provide your customers an experience they can treasure with every marketing email, you can build a solid relationship with them that will give you more conversions?but you can only do that if you are using customer stories to segment your customers better and build highly personalized experiences. Using our software, you can segment your customers by company size, account revenue, fulfillment cost, service level requirements, profitability, upsell potential and customer retention probability. All of this means that you can build customer-centric sales strategies that connect only with customers and leads that have a chance of buying from you.?

He continues, ?Sure, on your end, all you?re doing is using Commence CRM to automatically gather and integrate customer data and build operational and strategic segmentation processes for delivery of a personalized experience. On the customer?s end, though, it?ll look like you are always delivering exactly what they want, when they want it, where they want it and how they want it. That will inevitably mean greater results for you.?

Customer Integration Software and its in-depth suite of features have earned Commerce Corporation a great deal of praise from their clients. On the company?s GMB Listing, they have a perfect rating of 5 out of 5 Stars, for instance. Justin Gecewicz, of SRI Fire Sprinkler, LLC, says, ?We selected Commence CRM because the product offered a robust set of functionality and the flexibility to address our unique business requirements. The customer support and on-boarding services Commence provided was top shelf. It has been an easy transition because of this and afforded us a rapid return on our investment. Commence has become a true partner of SRI.?

Meanwhile, Mike Tonneson from Arcadia shares, ?We are thrilled with Commence and it serves us very well. We have customized the product around our very specific and unique business model and business processes, spread out over 10 locations, and it has enabled us to compete effectively with companies that are much larger than us. A hearty thank you to the entire Commence team for your continued support and outstanding service.?

Those who want to learn more about Commence Corporation, their Customer Segmentation Software or any other services are welcome to visit the company's website. They encourage interested parties to get in touch with Larry Caretsky directly via email or phone, and the company can also be reached through the contact form on their website. Commence Corporation maintains a Facebook page where they frequently post updates, share media and communicate with their clients.

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Commence Corporation

Commence Corporation is a leading provider of Cloud CRM for small businesses. Our web based CRM solutions are used by thousands of companies to streamline the front office business processes that directly impact sales execution and customer service.

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