

CRM Live launches in South Africa

After being the choice of many SME businesses for nearly 25 years, the UK-based CRM software supplier, Maximizer, has announced the launch of its CRM Live, a cloud-based solution, in South Africa. Available through a cost-effective, web-based subscription model, it is designed to boost sales, improve marketing effectiveness and enrich customer service interactions. A 30-day free trial is available at www.max.co.uk/cloud.

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