



Strengthen **Customer Relationships** with Confidence

Manage teams efficiently, deliver outstanding experiences, and boost revenue with Dogma’s unbiased, product-agnostic CRM expertise.

We Cover all Your CRM Needs

- Looking for a CRM solution that fits your unique business processes and drives real results?
- Want to maximise your investment in Dynamics 365 CRM or Salesforce with expert customisation and support?
- Considering a seamless migration to Microsoft Dynamics 365 or Salesforce without disrupting your operations?
- Need to enhance your current CRM by integrating key modules like Sales, Marketing, or Customer Service effortlessly?

How Modern CRM Can Help You

When selecting a modern CRM, **Salesforce** and **Microsoft Dynamics 365** lead the way with advanced AI-powered features designed to accelerate lead conversion and drive business growth.

Top Microsoft and Salesforce CRM Capabilities

1. Harness the power of AI
2. Interactive Dashboard and Reporting
3. Access to Real-time Data
4. Automated Workflows

Why is CRM Critical?

- Cutting-edge CRM software empowers businesses to boost team collaboration, unlock valuable customer insights, and deliver a unified view through seamless system integration. It streamlines lead management while automating sales, marketing, and service processes—helping you craft exceptional customer experiences that drive growth.
- **Enhanced Customer Experience**
Access to past interactions creates personalised, meaningful experiences that strengthen customer loyalty.
- **Optimised Leads and Opportunities**
Unified, accurate data across teams enables agents to close more deals using AI-powered insights.
- **Centralised & Future-Proof System**
A scalable, consolidated CRM delivers a complete 360° view, ensuring reliable data for smarter decisions.
- **Simplified Collaboration**
Built-in collaboration tools give teams real-time access to shared records, boosting productivity and teamwork.

Customer Relationship Management Modules

Dynamics 365 and Salesforce unify sales, customer service, and marketing tools into a single platform—empowering your team to deliver outstanding customer experiences every time.



Sales Module

Better manage your pipeline, enable best sales collaboration and make every opportunity convert.



Customer Service Module

Gain a 360° customer view your customers with omnichannel support to build lasting relationships.



Marketing Module

Automate marketing workflows to deliver timely, personalised messages that maximise impact.

ABOUT DOGMA

The Dogma Group is a progressive digital transformation company committed to delivering the digital imperative and becoming the most trusted advisor to its clientele.