



Building Customized eBusiness Infrastructures
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eCRMS System Manages Customer Relationships over the Internet

Waltham, MA 2005...Blue Robin, Inc., a leader in building customized eBusiness infrastructures, announces that the company has released their Electronic Customer Relations Management System (eCRMS), designed as a browser-based, Internet Application that helps companies to manage their customer relationships over the Internet.

Blue Robin's eCRM automates business processes such as marketing, customer service, sales, accounting and more from any connection to the Internet. Blue Robin's eCRMS solution provides an online file system for storing, accessing, and sharing documents. The system can seamlessly integrate whatever Document Management System (DMS) and (CRMS) applications a company currently uses.

Authorized users can look up and sort contacts by name, address, phone number, zip code, state, date entered, date last contacted, by email, and much more. The system has the ability to keep date/time/user stamped notes, and attachments for each contact as well as have the ability to email directly from the application and track emails sent.

The eCRMS can attach all activities such as fax, documents, emails, etc. to a client's account history. Programmable contact reminders to call or email contacts and or follow-up on projects or tasks, makes the system a perfect online contact management tool. Whether users want to schedule projects, import or export data, create detailed reports or manage critical business operations, Blue Robin's robust eCRMS will be able handle.

For more information on Blue Robin's eCRMS please visit www.bluerobininc.com

About Blue Robin, Inc.

Blue Robin is a leading eBusiness Infrastructure developer and can design, develop, implement, and support eBusiness infrastructures that combine data, voice, and video, utilizing the latest and the greatest hardware and software technology in diverse operating environments.

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