



South African Enterprises Embrace CRM A Closer Look_____



Key Statistics on CRM Adoption by South African Businesses

58%

of South African organizations have already invested in **CRM software** (Gartner, 2023)

This number is expected to grow to **72%** by 2024 (Gartner, 2023)

Businesses that use CRM software are able to **increase their sales** by an average of 15% (HubSpot, 2023)



Challenges that South African Businesses Face For CRM



International Support

South Africa have a 5 to 9 hour time difference with support centres in Asia and the USA. This can be frustrating when a major problem is encountered.



Security concerns

Businesses need to be careful to protect their customer data from unauthorized access, especially when using a cloud-based CRM system.



Integration with existing systems

South African businesses face challenges integrating CRM with existing ERP systems due to compatibility, data silos, and costs.





DynaTech's CRM Customized Solution **For South African Businesses**



DynaTech CRM offers round-the-clock international support, with dedicated teams strategically located to minimize time zone differences and swiftly address critical issues.



Our CRM is hosted on a secure cloud platform, meeting industry standards, and boasting robust data protection measures.



We seamlessly integrate with popular business software applications, simplifying processes and enhancing customer insights.





Advantages of DynaTech CRM

- Manage your customers more effectively
- Leverage AI for data-driven insights and predictive analytics
- Automate your sales and marketing processes
- Provide better customer service
- Make better business decisions





Want to get Ahead of the Competition? **Embrace DynaTech CRM Today!**

*Schedule a demo with our experts
to see how our CRM can work for
your business!*



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