



New Jersey Software Company Mixes It Up with the Big Boys

Eatontown, NJ November 15, 2022 -- Most companies are familiar with the term Customer Relationship Management software or CRM. The promise of CRM is that its ability to capture, track and manage customer information will improve productivity and provide those that use it with a competitive edge. It is a booming market with several industry giants that sell to the Fortune 1000 and several hundred providers that offer basic, out-of-the-box solutions designed for small businesses. Despite being a highly competitive sector, New Jersey based Commence Corporation has successfully carved out a niche as an alternative to the costly and cumbersome solutions offered by the industry giants.

“We discovered quite quickly that the solutions offered by the industry’s enterprise solution providers were not only expensive to implement, but quite difficult to use” stated Larry Caretsky, President of Commence Corporation “and while there are a myriad of low-cost, out-of-the-box solutions available, they are all pretty much cookie cutter offerings that do not provide the level of functionality and customizability that is needed for midsize companies. Our goal was to fill this gap by offering a suite of business applications that rival the enterprise players without the cost and complexity associated with these solutions.”

What differentiates Commence is a suite of applications and an array of professional services, which are only offered by companies serving the enterprise market. This includes a built-in Marketing application, a Help Desk solution with Ticketing and a Customer Portal, a Document Management module, a Project Management Solution, and integration to disparate systems. An array of services for lead generation, sales and marketing enablement can be coupled with the software offering as well. In fact, the lead generation offering is rapidly growing and managed by a staff of professional marketing experts that obtain a targeted prospect list for customers, create a series of marketing templates for them, distribute them via the CRM system and provide unique reporting that scores each new prospect based on their behavior. This provides customers with marketing tools and expertise that they traditionally are unable to afford while ensuring that the sales team is laser focused on the most promising new business opportunities. “Our services business is growing faster than we had expected,” stated Caretsky. “It’s clear that customers not only need a CRM solution, but sales and marketing expertise to realize the maximum value from it. This is simply too expensive to obtain from the enterprise solution providers and is not even offered by low-cost providers.”

“We are proud that we are able to offer functionality that rivals enterprise offerings at a much lower cost” says Caretsky, “but it is our professional services that really makes the difference. CRM software does not run your business, people do, and we are enabling these people to maximize the value of our solution by coupling the software with services.”

About Commence Corporation: Commence provides a suite of CRM applications for account and contact management, sales, marketing, customer service and project management. The software is coupled with an array of professional services that ensure customers realize the maximum value from the CRM software. Commence products and services are used around the world and in numerous industries. Visit commence.com or call 877-266-6362 for more information.