

DMC Network Streamlines their Partner Network Processes with C2CRM

CRM CASE STUDY



Leading destination management consulting firm DMC Network enhances partner channels by improving the tracking of multiple touchpoints per customer.

Why C2CRM?

“C2CRM is a very flexible system that customizes and accommodates to our specific partner network business model. We are able to share program opportunities with partners and then track their success rate as well as the program (event) dates and revenue,” said Chris Baker, Director of Global Sales for DMC Network, LLC. Or Jeremy Gardner, DMC Network Board Chairman. “The system fosters better tracking for partner involvement and can relate previous programs to potential customers and future programs.”

C2CRM was designed to help companies like DMC Network, LLC increase organizational efficiency, strengthen partner involvement, and improve business processes. Accessible to everyone in the organization via its cloud-based solution and mobile application, C2CRM offers instant access to critical customer and prospect information that enables users to maximize their opportunities and increase customer satisfaction.

“Our ability to closely customize our software to our customers’ business models through the flexibility of C2CRM and the experience and skillset of our implementation team allows us to continue to stay ahead of the competition,” said Mickey Patton, President of Clear C2, Inc.

About DMC Network

DMC Network is a consortium of the leading independently-owned destination management companies across North America. Unique in the industry, the DMC Network is an LLC of the top-performing, wholly owned destination management companies (DMC’s) in more than 75 North American destinations. With an average of more than 25 years in business, each DMC in our network delivers unsurpassed knowledge of their market and strong relationships that ensure our clients have local market access, buying power and cost efficiency. Leading with more industry accreditation than any other network organization, we adhere to strict ethical and operational standards. Collectively, we are advancing the industry and delivering success to our clients year after year.