

# **ZyQuest News**

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Contact: Stephanie Forbes at [stephanie.forbes@zyquest.com](mailto:stephanie.forbes@zyquest.com)

## **ZyQuest Showcases CRM at This Year's ValleyNet Conference**

Green Bay, WI – CRM: the latest TLA (three-letter acronym) making the rounds in enterprise-wide software development – is a major focus of ZyQuest's "Learning Theater" at this year's ValleyNet Conference, held September 19 in the Oshkosh Convention Centre.

Customer Relationship Management is the term IT professionals use for a mix of software, skills, and methodologies that give businesses the ability to seamlessly coordinate all their customer-related functions – for example, sales, marketing, service, and field support. Top-notch CRM can help businesses identify and target customers, manage marketing campaigns, and generate leads. It helps the sales team share information and streamline activities. And it facilitates individualized customer relationships. CRM lies at the heart of what is also called enterprise-wide solutions for today's competitive business climate.

ZyQuest's Learning Theater – "Netting Your Customers" – has provided an opportunity for business in Northeast Wisconsin to hear first-hand from IT professionals experienced in CRM and enterprise-wide business solutions. The Learning Theater's six presentations detail customer-focused strategies, techniques, and tools to help businesses reach the greatest number of customers, improve performance, and maximize profitability.

ZyQuest, Inc., is a full-service information technology consulting company offering a broad range of IT services, including staff augmentation, project management and outsourcing, Internet solutions, technical education and SAP services. While ZyQuest has focused on serving clients in the Green Bay-Fox Valley area during its twelve years in operation, ZyQuest also provides IT services to customers both nationally and globally.

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