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## Provider Scales CRM Online to the Next Level

By 401kWire.com

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(401kWire.com) — Handling more customers without simultaneously increasing costs may easily increase profits, but how do you get the scale to do it? The Online 401(k) hopes its freshly unleashed Customer Relationship Management platform upgrade, CRM 2.0, will help it get the scale it needs to "serve more clients efficiently without having to costs."

"CRM 2.0 is just the latest value-add we bring to our clients in an effort to create an even greater overall customer experience," stated CEO and founder Chad Parks. "Providing institutional quality support while maintaining the personal level of service that only a small provider can offer has long been the mark of The Online 401(k)."

According to a company release, CRM 2.0 has a "hierarchical structure" utilizing an interactive database accessible to clients and their queries 24-7. Clients who still need help will cause the system to automatically notify a rep to provide further assistance, and the whole process is tracked for the client. The Online 401(k)'s CRM 2.0 also further automates its loan and distribution process, and launched in April.

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