



sellify customer testimonials

**sellify**  
Nichts leichter als das.

## Holistic customer care - nothing easier than that!

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"Develop a central system for the holistic support approach" - this is how Stephan Ninow, Managing Director of abcfinance GmbH, formulated the requirement for the future CRM system for sales in 2010. 10 years later, sellify has become an indispensable solution in the day-to-day business of abcfinance and in all of its subsidiaries. "The application's ease of use ensures a high level of acceptance among our users and is one of the key success factors of our individual sellify solution," says Mr. Ninow, summarizing the result with satisfaction.



sellify in the financial world.  
abcfinance about sellify.



**"The uncomplicated operation of the application ensures a high level of acceptance among our users."**

With sellify, all connected business units of our customer experience "great support for sales work but also for everyday administrative tasks." Information is available quickly and in a structured way; the search function also makes it much easier to find linked data and contexts. This ensures that everyone has the necessary knowledge to do the right thing at any given time.



**"Sustainable success is only possible if you are well informed!"**

sellify presents required knowledge from a wide variety of systems in a structured and easy-to-understand manner, thus integrating information and events into task management and decision-making processes. Comprehensive sales controlling and individual dashboards keep employees and supervisors always up-to-date. In addition, customized reports with different focal points provide the required transparency in all business processes.