

Impress Your Customers with Custom Reporting Solutions

Today we live in a connected world that is driven by information. Information means power and enables organizations to thrive and maintain a successful status. One of the best ways to gain new customers and keep existing customers is to provide them with the most current, relevant information possible. The best way to do that is through custom reports that can be generated quickly, easily, and as cost effective as possible.

The true mark of a complete custom reporting solution is the ease in which reports can be created. Most reporting packages require the work to be done by programmers or experienced IT staff. Now reporting solutions exist that plug directly into the office productivity software that non-technical business staff already use every day. For example, the documents that your staff already uses such as spreadsheets and presentations can be transformed into templates that can be populated with data and distributed to customers.

A custom reporting solution should also help your business to become more efficient. Instead of employing a team of developers, the software should provide the ability for anyone in your organization to be able to generate reports. That way a few non-technical resources can do the work of what used to take entire departments of workers to accomplish.

Another way to impress your customers is by providing the most up-to-date information as quickly as possible. Because custom reporting solutions are so easy to use and integrate into your existing network and software, your staff will be able to create and distribute reports without having to wait for a technical resource to do the work. They can simply open up the software of their choice that they're already familiar with and generate a report from documents that they may have already created.

Being able to publish and distribute reports in a variety of media is also a big plus. One customer may prefer to have a paper statement mailed to them while others might want their information in a timelier manner. Some might demand the capability to visit a website on their smart phone to get their data in real-time. Custom reporting solutions give you the capability to generate reports that can be published in almost any type of media that your customers might ever request.

Scalability is also a huge factor. Some custom reporting solutions might be great when you have to generate reports for five customers, but may be completely inadequate when you have to provide reports for twenty-five customers. The ability for a reporting solution to grow with your business is vital to your success.

In today's fast-paced world information is power, and time is money. Custom reporting solutions give you and your staff the ability to provide your customers with the vital information that they demand. It should be easy to use, provide a variety of ways to publish reports, and be scalable so that it will grow along with your business. This will impress your customers and give you the edge that you need in order to win new customers and retain the ones that you already have.

About the Author

For Scott Duglase, finding a balance between client time and office time can be a challenge. He needs software that will help make sense of the business data to help his co-workers make better business decisions. Windward Reports [Advanced Reporting](#) software can do just that. He uses their [reporting tools](#) to create informative and powerful reports that will impress both his clients and his boss.

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