



PRESS RELEASE

RedHorse CRM Version 7.4 Delivers a Range of Usability Enhancements

Following an extensive customer experience survey, RedHorse Systems announce the release of version 7.4 of their CRM and Business Management software, which will deliver a range of enhancements to make the software easier to use.

La Quinta, CA, 11/3/2015

RedHorse Improves Customer Experience

Unlike previous releases, RedHorse Systems' latest update of their CRM and Business Management suites features no massive new functionality. The company has adopted a more customer-driven approach to development.

RedHorse has developed its software over eight years, and it has grown significantly in that time. Many of the previous releases have included a major integration, such as QuickBooks, Stripe, or Constant Contact. "This time we wanted to do things differently," explains Connie Galligan, RedHorse's founder.

Earlier in 2015, RedHorse undertook a comprehensive survey of its customers, to discover exactly how they used the software, and what would make it work better for them.

"Because we sell exclusively through our network of value-added resellers, we can miss the opportunity to learn first-hand from our customers. That's why we wanted to let them drive this release. The initiative is not about us making software the way we think it should be made, it's about making software the way our users use it, making it work for them. We wanted to discover what would make the software easier, quicker, or more rewarding to use," says Galligan.

The outcome of their first in-depth survey gave the developers some important, and surprising, insights. One key realization was how much time their users spent using RedHorse's integrated email center.

Connie Galligan explains, "Many of our customers said they use email heavily, but wanted to be able to find past email messages quicker. So we gave them the ability to search right there in the email center. The new functionality makes it quicker and easier for users to locate specific messages."

Additional minor ease-of-use enhancements include the addition of distribution lists for email, as well as a brand new user guide, and a library of easy-to-follow training videos.

Continuing the theme of making the range of products more accessible, the company is also simplifying its product line and adopting new product naming. The entry-level RedHorse Core product, which offers similar functionality to many competing products, will be discontinued. The RedHorse Essential will be renamed "RedHorse CRM", while RedHorse Complete will become "RedHorse Business Manager."

ABOUT REDHORSE SYSTEMS INC.

RedHorse Systems is the developer of affordable software for small and medium sized businesses (SMB). RedHorse CRM integrates closely with Microsoft® Outlook®, Intuit® QuickBooks®, Google® and Constant Contact® to create a complete business system containing the ability to produce quotes, proposals, automatic bookings, tickets, and project management, as well as marketing campaigns that include lead tracking. CRM information can be viewed on and synced to mobile devices. For more information, visit our [website](#), like us on [Facebook](#), connect to us on [LinkedIn](#), and follow us on [Twitter](#).

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