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MYOB introduced “CRM” functionality into RetailManager in Version 10. Let’s compare the differences with what RM offers, and what youGROW offers for RetailManager.

Below is a quick overview of the key differences

Feature	RetailManager	youGROW	Comments
Send letters to all or any group of contacts			RetailManager does not allow letters, response sheets, order forms or name tags – only emails. Or mailing labels – with only a few label formats supported. youGROW allows whatever you can produce in Word, to be produced, with any formatting you desire, and based on any filters you need.
Include graphics in emails			RM emails delivered as plain text emails only – you cannot include your company logo for example
Choose font in emails			RM allows no selection of font to match what you would normally use – limited to one font only
Include any fields in emails, letters or forms			RM limited to only Salutation, Given Name, Surname & Company Name, and only in an email.
Ability to filter contacts based on products bought or not bought			
Filter by country, state, suburb, postcode, Custom 2			RetailManager does not allow you to see how many in a group – you have to manually count them. And you can only email them
Filter by Sale Amount			
Filter by Quantity			Not sure of what value this is, as the quantity amount is the total of all the number of products a customer has purchased – cannot see what relevance this has from a marketing viewpoint
Filter by total Number of sales			In RM, you cannot do anything with this list other than email them.
Filter by Gross Profit			
Filter by Product purchased or not purchased			This is an essential feature for all of our RM users – they want to communicate differently based on what customers have or have not bought.
Find all customers who spent over or between a certain amount, in a date range			This is one current limitation of youGROW – to be added in next release. However, all you can do with this group from RM, is to email them, and there is no way of checking you have an email address for them.
Find all customers who have not bought for a period of time			Yes, but you can’t do anything with these other than email them. If a customer hasn’t bought for say 12 months, there is no way you would want to

Feature	RetailManager	youGROW	Comments
			email them. With youGROW, you can ring them, or write to them – either en masse or say, in groups of 10.
Copy to Excel			RM only allows you to email each of these customers.
Save an automatic filter of new customers who bought for the first time last week to send them a thank you letter with a few clicks			This is an essential element in building a relationship with your customers. youGROW makes this very, very easy
Send a customer update letter to update their information			
Find everyone you don't have an email address for an ring or write to them to request			
Find everyone with a mobile number to send a personalised SMS to			
Create a mailing List View to send to an external mailhouse, with or without filters applied			
See all your customers at a glance to see all of their purchasing details, and click on any field to sort ascending or descending			This is one of the features our users really appreciate.
Analyse your database for customers without first names, or last names (or both), and/or for those without a street address			This information is invaluable for easily finding which customers you have incomplete information on.
Compare number of new customers gained in one period, as compared to a previous period			Excellent to see if your business is growing!

In Summary:

If your only wish is to email customers – based on the above filtering limitations, RM may be what you need. However, to enable a much deeper relationship to be built with your customers, based on communicating with them in any format, based on their actual purchases, youGROW is what you will need.