

Leisure Trends' CRM Division Becomes Ascent CRM

Written by Australian Business

BOULDER, Colo., Oct. 15, 2013 /PRNewswire/ -- Leisure Trends spins off their CRM Division into [Ascent CRM, LLC](#) (@AscentCRM). The new independent entity, Ascent, is a full-service Customer Relationship Marketing agency for retailers, brands and resorts. They specialize in the sports, outdoor recreation, fitness, biking, and hospitality industries.

"Our name is changing, but our current customers will not experience any change in service," said Scott Buelter, President of the spinoff. "We are named Ascent, but we are essentially the same Leisure Trends division we always were. We are excited about this change as it gives us the opportunity to invest in our technology, products and service offerings. We can be laser-focused on giving our clients a 360-degree view of their customers."

Leisure Trends Group has had three main divisions: RetailTrak, Consumer Research, and Customer Relationship Marketing. The former two groups are being acquired by The NPD Group, which provides market information and advisory services to a variety of industries. "Retail tracking will still be done by Leisure Trends right down the hallway, but we are now our own entity," said Ben Lockett, Vice President of Sales. "The acquisition of the CRM business will give our product more focus and our customers even more high-level attention. We are actively investing in our technology so you'll see great innovations in our software beyond what we might be capable of under the Leisure Trends umbrella."

"Leisure Trends has offered a CRM Solution to the Outdoor Industry for many years" said Joy Spring, previous owner of the company. "I can't think of a better way to continue the legacy that Jim and I started than by launching the business as its own company. I believe that this specialization as Ascent will give our clients even more service."

Ascent is an expert in aggregating information from customer data points from a variety of

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sources, including eCommerce, product registration, point-of-sale, customer surveys and social media sweepstakes. The dashboard Ascent offers allows businesses to interact with their consumers, build loyalty, target product development and find new customers more easily. Ascent will remain entirely dedicated to the outdoor industry. All contracts that clients had with Leisure Trends Group will be honored by Ascent.

For more information, please contact Ben Lockett at blockett@ascentcrm.com or 303.786.7900 x109.

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