

CRM - Customer Relationship Management

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To gain a competitive edge in today's business environment, companies need to be customer-driven. ERP Minds specializes in delivering flexible, powerful CRM that enables companies to implement customer-centric strategies and applications that deliver a customer experience that sets them apart.

Customer Relationship Management (CRM) helps businesses to gain an insight into the behavior of their customers and modify their business operations to ensure that customers are served in the best possible way. In essence, CRM helps a business to recognize the value of its customers and to capitalize on improved customer relations. The better you understand your customers, the more responsive you can be to their needs.

ERP Minds leverages the benefits of Open Source and adds more value to the end-users by providing many enterprise features, such as:

Sales Force Automation

Put an end to lost revenue and profit because improper prospect follow-ups. From lead-to-close-to-repeat business, track all activities for companies and contacts. Provide real-time pipeline management.

Automate follow-up activities (calls, emails, meetings, etc.). Provide role-based views and reports into all sales activity.

Sales Force Analytics

Latent profit is lost through inefficiency. The solution lies in recognizing where the weak spots come from. Compare performance of your sales teams across time periods (daily, weekly, monthly, quarterly, and annually, etc.), regions and countries. Go beyond reporting - slice and dice your sales analysis, and drill deeper on sales numbers to gain greater understanding. Create accurate customer profiles to help sales staff close larger deals faster.

Campaign Management

Plan, deliver and monitor programs and campaigns that help grow market share. Track, manage and improve campaign effectiveness by tracking responsiveness of leads and existing customers. Capture and segment leads, analyze customer purchasing behaviors, and track the effectiveness of targeted campaigns.

Customer Service & Support

The biggest way to lose repeat business is by having a weak customer service and support for existing accounts. Track, manage and share all service and support issues with customer-facing employees. Utilize the frequency and depth of incidents reports, as well as measure common actions that resolve the issues, towards improving overall product quality. Track and assign cases based on issue levels or expertise. Automate follow-up on pending support issues and link issues back to original sales or projects.

Customer analytics

Who are your customers? Provide insight into customer demographics, behaviors and preferences optimize marketing efforts. Use the customer analytics to initiate new campaigns, strategize marketing techniques, and gain a better understanding of customer buying habits to develop lifetime customers.

Self-service customer portals

Give your customers a portal to check status on orders or issue cases. Provide a secure, personal space for customers to access account information, such as statements, documents, service tickets, project status and order information. Personalize content to make communication more relevant. Reduce phone and email workloads and all customer service-related costs. Lastly, reduce client frustration with a case issue by providing them real-time data.