

Build & Manage your Relationship Effectively with



FOCUS ON YOUR BUSINESS & LEAVE CHALLENGES

Customer Relationship Management is the establishment, development, maintenance and optimization of long-term mutually valuable relationships between customer and the company.

Successful customer relationship management focuses on understanding the needs and desires of the customers and is achieved by placing these needs at the heart of the business by integrating them with the organization's strategy, people, technology and business processes.

Customer activities and interactions through various channels is the best source of information about what they want and need from company.

Their behavior indicates the preferences, priorities, needs and concern with the products and services. Their preferences & priorities predict their buying tendency, their requirements suggest new products and services, and their concerns suggest triggers for attrition, as well as new opportunities for sales and building customer retention.



CRM FUTURE-WHAT IT HOLDS

CRM may already seem to be an old and jaded term; there is a bright future ahead that will bring new ways for small and mid-sized organizations to communicate, operate and strategize to manage their personnel, customers and prospects. Today's Packaged Applications provide functionality and enable process efficiency; application doesn't resolve all the requirements and functionality so companies develop the custom software to cover the gaps.



BENEFITS



- Sales Management
- Marketing Automation
- Wireless & Offline Mode
- Data Integration & Maintenance
- Extended On Demand system
- Customer Support & Services

FEATURES



- Service Oriented Architecture
- Extended Application Platform Suite
- Interactive Architecture
- Composite Platform



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Features



Sales Management

- ◆ Streamline & integrated process,
- ◆ Plan on sales revenue more quickly, predictably, and profitably
- ◆ Focus on the right deal at the right time
- ◆ Integrated sales opportunity analytics
- ◆ Embedded support for sales best practices
- ◆ enabling sales organizations to consistently achieve superior performance.

With Business Rule and Automation functionality, it allows companies to set thresholds that enable sales leads to be distributed equally and managers can focus on analyzing campaign effectiveness and improving performance.



Marketing Automation

- ◆ Designing a successful retention marketing campaign
- ◆ Flexibility to adapt the features and models
- ◆ Implement the campaign and revise it as market conditions and customer preferences change.
- ◆ Provides the necessary analysis, planning and simulation capabilities to refine a strategy
- ◆ Generate responses automatically, and data for building marketing campaigns to maximize ROI.
- ◆ Features to plan execute and analyze the response & effectiveness.



Wireless & Offline Mode

- ◆ Wireless and offline mode ,
- ◆ Sales team members can collect order and provide other information to the customers through their PDAs or laptop in an offline mode (not connected to the main server).
- ◆ Sales people can go back online and synchronize their information with the main database.



Data Integration & Maintenance

- ◆ Data extraction from multiple sources (e.g., departmental/divisional databases),
- ◆ Data from other systems can be transferred to CRM systems using Attunserv Integrator
- ◆ Supports third party interfaces.
- ◆ De-duplication feature helps to solve the data maintenance by reducing the possibility of duplicate and redundant data,
- ◆ Appropriate customer and master data to increase the efficiency of sales, services and marketing.



Extended On Demand system

- ◆ Extended Enterprises, providing each affiliate with an independent, fully functional, on-demand CRM functionality
- ◆ Additional features that support communication and collaboration.
- ◆ Platform to build new functionality that extends well beyond the full-featured CRM solution
- ◆ Integrate their legacy systems leveraging AttunServ framework to create and deliver customized Front Office Solutions throughout the organization.



Customer Support & Services

- ◆ Offers an end-to-end multi channel integrated process of managing customer services
- ◆ The unified view of customers across all existing systems
- ◆ Improves customer support effectiveness and minimize response times.
- ◆ Real-time analytics increase predictability by driving personalized, customer-focused processes and offers.
- ◆ Automated self-service approach to enhance the level of customer satisfaction.



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