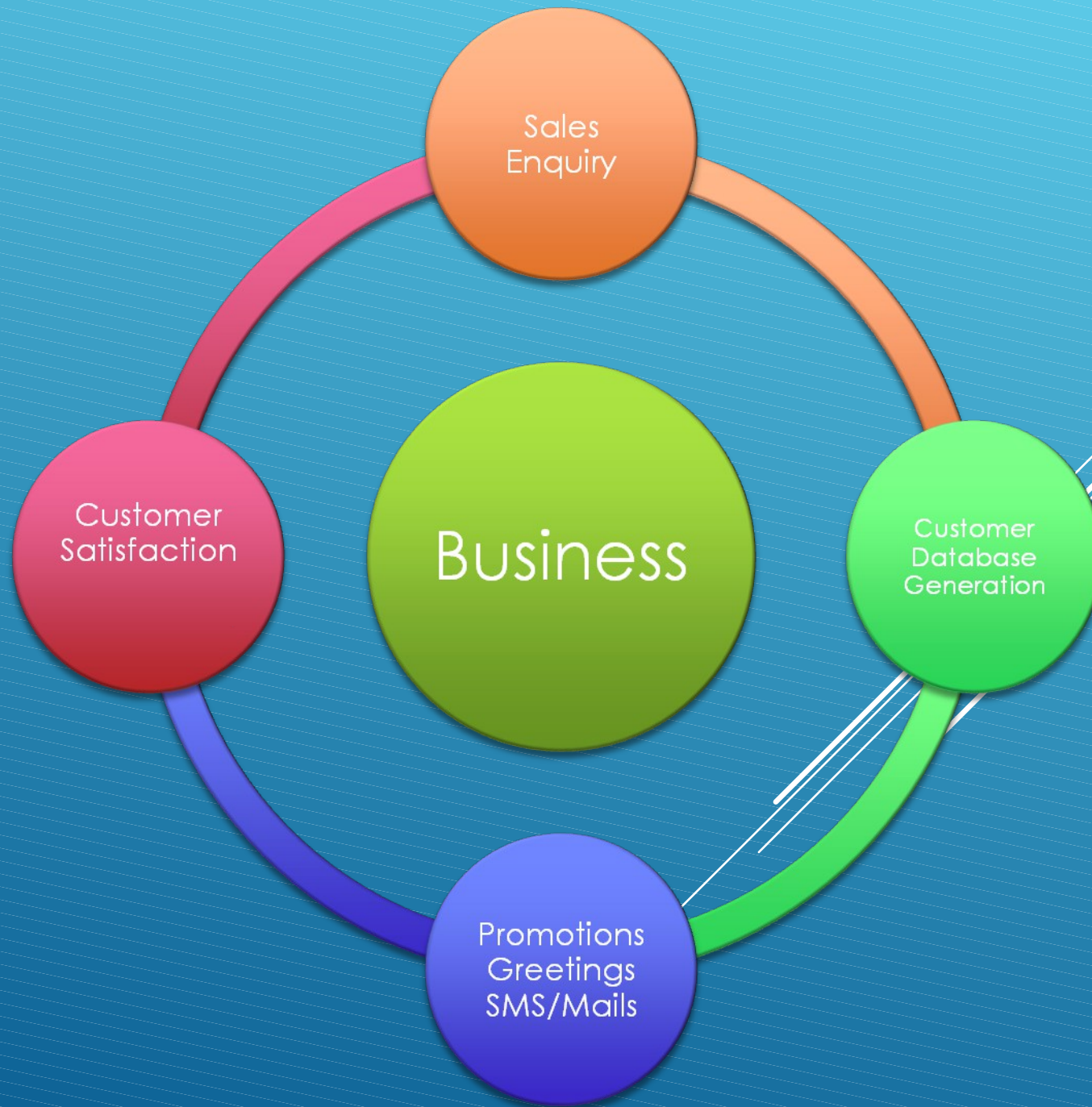




Customer Relationship Management





Business Development

- Keep track of Enquires
- Generate Customer Database In CRM
- Send Occasion Greeting via Mail & SMS
- Product Promotions Via Mail & SMS
- Thanks giving to reference person
- Assign Groups based on Customer Requirement

CRM Key Features

Generate
Customer
ID with
Contact
Details

Send
SMS/Mails
on Special
Occasions

Market
New
Products &
Do
Promotions

Keep
Track of
New
Enquiries

Keep track
of sales
Closures

Contacts Management

- Maintain various types of contacts e.g. Customers, Vendors, Service Suppliers, etc.
- Maintain customers according to their grade e.g. Status, Profile, Requirement, Area etc.
- Multiple contacts management under one contact
- Analyse customer potential

Quotation/Enquiry

- Manage leads, SMS to Customer, SMS to Reference person, Auto SMS to enquiries on Birthdays and Marriage anniversary, Send Property Pictures on mail, track follow-up records and assign leads to various marketing representatives
- Sort enquiries by any filter like .Advance reporting like Ratio Analysis, Major reasons for loss of Enquiry, etc.

Sales

- Keep Track of Every Sales i.e either Rental or Outright , sending thanks sms on mail, auto SMS to birthdays and Marriage anniversaries
- Advance reports can be generated like lease Tenure record, Expected Sales Closure Date.

CMS/ IVR

- Integration of IVR with CRM which will record each call received on company given contact no.
- Diversion of calls as per the department i.e. Sales Department ;Accounts ,Admin or HR
- Auto SMS for a call can be set until it is closed, this SMS will be delivered daily to customer for informing the property availability as per clients requirement.

Standby

- Standby tracking can be done, standby given, expected return and a reminder report for collecting standby, customer will get auto SMS for expected return

Task Scheduler

- Tasks can be assigned to any representative, and can be specified with date and time of completion

Replacement Tracking

- All replacement tracking can be done, Replacement inward, Replacement sent to vendor, Replacement received from supplier and replacement to be returned to customer, etc. with various types of reporting

AMC

- Annual Maintenance Contract can be generated, with calculation like Rate/Visit, Rate/Visit/Quantity, etc
- Planned visits can be added to AMC with respective Engineers
- Advance reports like visits not done in time can be generated

Some Additions

- Data can be exported to Excel
- Users with permissions can be defined
- User can access specific feature only if he has permission to do so
- Every user gets his dashboard on login to CRM

THANK YOU !!!



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