



Features for Positive Impact

Actionable Analytics

Monitor your team's performance through actionable reports and real time Dashboard.

- 40+ KPI Cards
- Innovative Morning Briefs
- 256+ types of Reports
- Fading out Customers
- Weekly Sales Review
- Appraisal Reports

Sales Pipeline

Manage your sales pipeline effectively with the help of edge CRM

- Lead Scoring
- AI Based Escalations
- Proposal Builder
- Automated Funnel
- Assistance to Sales Team
- Sample/Demo Tracking
- Web to Lead Integration
- Invoice Management

Sales Forecasting

Stop guessing your business, start accurate forecasting with edge CRM

- Revenue Forecasting
- Cash Flow Forecasting
- Tap Top Performance

Company Profiling

Manage your customers' data, insights, performance with edge CRM

- Activity Trail
- Customer Engagement Score
- Multiple Addresses
- Draw Family Tree
- Customer Buying Pattern
- AI Driven Profile Enrichment

Simplified Calendar

Plan your Sales Week with exciting edge Calendar

- Monthly/Weekly View
- Actionable Minutes
- GPS Location Tracking
- Meeting/Call Reminders
- Google Integration
- Call Log
- Nearby Clients
- On App Phone Dialling

Start Forecasting your Business Accurately

Our ROI Driven Implementation is our Talking Point!

- On Site Support
- Consulting Approach
- Role wise Trainings
- Sales Coaching



Task Management

Manage your To Do, your Team's task with Intuitive task Management

- Collaborative Tool
- Priority Management
- Automated Tasks
- Task Reminders
- Simplified To Do List

Case Management (Helpdesk)

Make your customer service prompt and measurable with edge CRM

- Dedicated KPI Cards
- SLA Management
- Web to Case Integration
- TAT Reports
- Solution Management
- Escalation Matrix
- Contract Management
- Renewal Reminders

Product Management

Manage your product database with various price, currency with edge CRM

- Models, Parts Management
- Product Documents, Images
- Product Buying Reports
- Bulk Imports
- Price Management

Interactive edge

Make edge CRM your personal secretary with new-edge Notifications

- Mobile Notifications
- On App Notifications
- Email Notifications
- Slack Integration
- Smart Reminders
- Approval/Alerts/Notices
- Feed Management

Implementation Support

We makes sure that your CRM implementation will drive you desired results.

- Role wise Product Trainings
- Assistance for Review Meetings
- ON Site Implementation Support
- Behavioural Trainings
- ROI Review Meetings
- CEO Talks
- Dedicated CRM Consultant

Leader Board & Gamification

Makes Sales work exciting, fun and competitive with edge CRM's Leaderboard

- Sales Leader board
- Activity Based Leader Board
- Special Recognition Program
- Customer Engagement Master
- Lead Generator
- New Business Hunter