

CRM - Customer Relationship Management

CRM advantages

Applying an effective CRM strategy in combination with the suitable IT system enables a company to improve its business relationships with the customers and at the same time increases its sales thus gaining bigger shares of the market.

Within a short period of time CRM enables the company to:

- Attract new customers by developing tailor-made products to meet their requirements
- Locate the most important customers
- Reduce the percentage of customers that turn to business competitors
- Improve the business communication and maximize the sales
- Automatically incorporate practices and sales tools in order to repeat behaviors and actions that offer success
- Promote new products and services fast and flexibly
- Create loyal consumers
- Organize and monitor all procedures which are applied at Sales and Marketing departments
- Reduce the operational cost through a unified operation with the ERP system
- Facilitate changes adaptation, regarding products and pricing policies
- Creates a competitive advantage for the company.

Defining C.R.M.

C.R.M. is a procedure, which aims at collecting information that assists the company's administration to manage in the best possible way its relationship with customers.

C.R.M. Strategy

C.R.M. is a business strategy that focuses on mapping, understanding and servicing customers' needs, attracting at the same time new ones.

It supports many different business operations (sales, marketing, services, products development, supply chain management etc) and yields the greatest possible benefits when fully applied.

The proper utilization of human resources and modern technology allows the companies to monitor customers' preferences by providing sales opportunities.

Why ALTEC SOFTWARE CRM?

The companies that provide high-level services to their customers ensure fast development rates by maximizing the market shares. C.R.M. is the tool that adds value to the customer and ensures the company's growth and profitability in long-term time frame.

C.R.M. assists companies to:

- Maximize customers' satisfaction by providing high-level services
- Forecast customer's needs in order to create the proper products and services
- Modulate the proper strategic campaigns to attract new customers
- Monitor the results of promotional actions and offers and optimize them whenever is required

C.R.M. participates and leads to generate processes achieving the following:

- Data collection about customers' preferences by converting them into sales opportunities
- The creation of proper communication infrastructures with customers through multiple channels
- Transfer information to company's executives regardless of the department
- Incorporate the customers into products' design and development

ALTEC SOFTWARE C.R.M.

C.R.M. manages:

- Customers (Accounts) – Contacts
- Sales opportunities
- Offers – Orders

- Campaigns (marketing)
- Sales & marketing actions

General indicative potentials:

- Jobs' journal
- Customers' data including full analysis
- Potential customers data and their automatic entry into ERP system
- Multiple contacts by customer
- Correlated documents
- Customers' branches and projects
- Automatic warnings, reminders, restrictions
- Synchronization with Microsoft Outlook
- Link with call centers

Sales & Marketing indicative potentials

- Leads management
- Locating sales opportunities
- Managing probable order taking
- Monitoring of interlinked actions chain, sales, offers and orders opportunities
- Executing actions by using letters, Fax, e-Mail, and SMS
- Displaying actions chain in a tree-like form
- Displaying and managing actions through a flexible journal
- Monitoring customer's preferences
- Promotional actions (Campaigns) with detailed actions and results recording
- Rendering promotional actions' results with multiple methods
- Comparing forecasted and actual time of jobs' completion
- Actions' automatic designation according to their completion time.
- C.R.M. Analytics