

CRM

With CRM, you can manage your customer's complete life-cycle, manage leads, prospects, accounts and customers, with a single tool.

- Be on top of all your prospects
- Know what your customers want
- Know the problems your customers face

You can modify this highly configurable solution as per your own needs. All this, at a nominal monthly price (no up-front cost).

Build, Maintain and Strengthen your Customer Relationships with our on-demand CRM solution

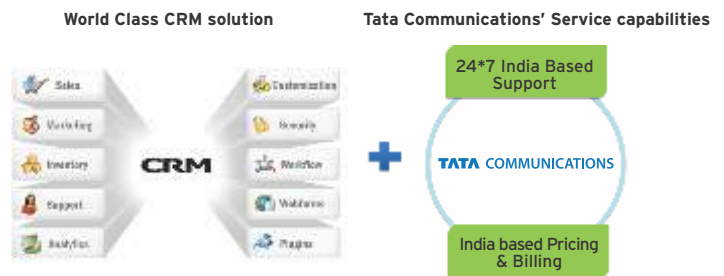


The CRM benefits

- CRM offers four core in-built modules: Sales Force Automation, Marketing Automation, Customer Support and Service and Inventory Management
- Close more sales opportunities in lesser time with Sales Force Automation
- Improve your quality of leads with Marketing Automation
- Reduce customer churn with Customer Support and Service
- Get an in-depth understanding of your existing customers so that you can up-sell and cross-sell more effectively
- Get more value at the same price with an integrated Inventory Management module
- Gain access anywhere, anytime you have an Internet connection
- You are safer with increased security from our CRM solution. Since the data is hosted on reliable and redundant data centers, adhering to global security norms, you can stop saving your corporate data on insecure devices, a leading cause of data security problems

Why CRM

Is your business looking at scaling up operations? Discover Tata Communications' CRM solution that is simple, yet powerful. With it, you can increase customer acquisition (without increasing sales personnel) and increase your sales margins by effectively cross-selling / up-selling to the existing customer base. Give your business the advantage of a Cloud-based application that will help you build, maintain and strengthen customer relationships and reduce customer churn.



Key Features

Sales Force Automation

- Lead Management - Lead Tracking from Generation to Conversion
- Account Management - Track customer accounts and related contacts, business opportunities
- Contact Management
- Opportunity Management - Track all sales opportunities end-to-end in a sales cycle
- Sales Forecasts - Estimate how much revenue you can generate in each fiscal or financial year

Marketing Automation

- Campaign Management - Plan and execute Marketing campaigns
- Lead Generation - Capture leads directly from your website using Web-to-Lead forms
- Email Marketing - Manage mailing lists, create and send mass email templates

Customer Support and Service

- Case Management - Track all the customer-reported cases end-to-end
- Solution Management - Manage product-wise solutions (Knowledge Base)

Inventory Management

- Products Catalog - Manage organization-wide product catalogs
- Sales and Purchase Order - Streamline organization-wide procurement and fulfillment processes
- Sales Quotes - Track outstanding quotes
- Invoice Management - Track outstanding invoices

CRM Analytics

- Reports - 40+ standard CRM reports in sales, marketing, customer support, and inventory management modules; Ability to customize reports
- Dashboards - Fully customizable sales dashboards

Add-ons

- Outlook Plug-in
- MS Office Plug-in
- Extra Storage
- Mail Add-on

What you need

All you need is an Internet connection and a computer. No server required.

