

# **SMART CRM**

...Sales, Marketing, Customer Service Solution



A Complete Product Brochure

# Epilogue

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- Customer relationship management (CRM) is a widely-implemented strategy for managing a company's interactions with customers, clients and sales prospects.
- It involves using technology to organize, automate, and synchronize business processes—principally sales activities, but also those for marketing, customer service, and technical support.
- The overall goals are to find, attract, and win new clients, nurture and retain those the company already has, entice former clients back into the fold, and reduce the costs of marketing and client service.
- Smart CRM 5.0 enables organizations put the customer at the core of their operations leading to revenue growth, customer satisfaction and loyalty, increased sales/marketing productivity, and improved profitability.
- It is the leading solution for managing, forecasting and reporting throughout all phases of the customer life cycle; that is, acquiring new customers, enhancing the profitability of existing customers and retaining profitable customers for life.
- It helps organizations better manage customer relationships by tracking customer interactions of all types.
- Smart CRM 5.0 integrates sales, marketing and customer service/support functions in one affordable software solution thereby providing a 360 degrees view of all customer interactions from prospect to sales to after sales.

# The Smart CRM Edge



- || Fully integrated sales, marketing and service system
- || It is 100% Customizable: Can be modified to suite your specific needs
- || Has Multi-Level security configuration
- || Manages the entire customer life cycle
- || Successfully running at multiple locations across Nigeria
- || Unlimited number of employees, unlimited number of companies & offices locations
- || Domain knowledge acquired from leading industry experts
- || Tested & trusted; a proven product with many years of research

# Functional Modules

Sales Management

Account and Contact Management

Lead Management

SMART CRM  
Sales, Marketing, Customer Service Solution

SMART CRM  
Marketing, Customer Service

Territory and Quota Management

Activity Management

Products Management



# SmartCRM Features

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## MARKETING

Analyze, plan, develop, and execute all marketing activities through all customer interaction points.

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## SALES

Maintain focus on productive activity to acquire, grow, and retain profitable relationships

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## SERVICE

Reduce the cost of service while enhancing customer satisfaction

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## INTERACTION CENTER

Maximize customer loyalty, reduce costs, and boost revenue by transforming your interaction center into a strategic delivery channel for marketing, sales, and service efforts across all contact channels.

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## REAL-TIME OFFER MANAGEMENT

Advanced recommendation engine that optimizes any decision-making process across all customer interaction channels, enabling you to take the most appropriate next action to enhance customer relationships and maximize your customers' lifetime value.

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## TRADE PROMOTION MANAGEMENT

Empowers account and trade managers to improve control and visibility of the entire trade promotion process.

# SmartCRM Benefits

## **1 Shared or distributed data**

As companies realize that customer relationships are happening on many levels (not just through customer service or a web presence), they start to understand the need for sharing all available data throughout the organization. Smart CRM 5.0 enables you to make informed decisions and follow-up, on all the different levels.

## **1 Cost reduction**

A strong point in Customer Relationship Management is that it is making the customer a partner in your business, not just a subject. As customers are doing their own order entry, and are empowered to find the info they need to come to a buy decision, less order entry and customer support staff is needed.

## **1 Better Customer Service**

All data concerning interactions with customers is centralized. The customer service department can greatly benefit from this, because they have all the information they need at their fingertips. No need to guess, no need to ask the customer for the n-th time. And through the use of push-technology, customer service reps can lead the customer towards the information they need. The customer experience is greatly enhanced.

## **1 Increased Customer Satisfaction**

The customer feels that he is more "part of the team" instead of just a subject for sales and marketing (the proverbial number), customer service is better, his needs are anticipated.

## **1 Better Customer Retention**

If a CRM system can help to enchant customers, this will increase customer loyalty, and they will keep coming back to buy again and again, hence customer retention.

## **1 Loyal customers**

Enhanced customer satisfaction will lead to more loyal customers

## **1 More repeat business**

The repeat business is coming from the delighted customers, who are turned from doubting clients into loyal advocates.

## **1 More new business**

If you are delivering the ultimate customer experience, this will seed the word-of-mouth buzz, which will spawn more new business.

## **1 More Profit!**

More business at lower cost equals more profit.

