

Customer Relationship Management

Our CRM solutions involve a range of IT tools and consulting services designed to optimize customer experiences across channels. Using cross-domain learning from multiple implementations and leading open source tools, we enable clients to tailor CRM solutions for their industry and business needs.

CRM for Sales

Whatever industry you operate in, our CRM solutions allow you to improve sales effectiveness by sharing sales information between teams, and making it available to users when they need it – on their desktops, on PDAs and mobile phones.

By centralizing all customer information and integrating CRM with email and contact management, your sales staff has instant access to customer history – including previous transactions and orders.

We help clients build custom dashboards to display user-specific metrics in a easy-to-read manner. Using integrated reports allows salespeople to print or email personalized sales communication, and deliver sales materials and latest product brochures from a central store.

CRM for Marketing

By providing multi-channel marketing management tools, our CRM solutions allow you to define, implement and track marketing activities across SMS, email, print and online channels.

Using customer insights from sales and service processes, marketing professionals can now tune their messages for higher response and conversions, and deliver personalized communication.

CRM for Customer Service

Our CRM tools are integrated with self-service functionality to reduce customer interaction costs and provide faster response to customer requests. You can now enable your websites to cater to multiple customer needs – from shopping to post-sale service and bill management. By providing industry-specific self-service implementations, we allow our clients to reduce service costs, while providing end-users with an always-on portal to resolve issues.

Our interaction center CRM solutions integrate well with common email and desktop applications, as well as with phone and VOIP systems. By providing easy access to customer profiles and service history, agents are empowered with the right tools to solve customer issues.

Integrated Analytics

Using integrated dashboards, users can continually measure their performance against expected metrics on a real-time basis. Managers can easily track sales and service quality on a regular basis. By providing alerts based on predefined triggers, businesses can be more responsive to incidents, and ensure escalations are communicated effectively to relevant stakeholders.