



**Empowering Sales, &
Support Teams
for Enhanced
Customer
Relationship....**

Customer Relationship Management Solution

Your business is wholly dependent on your customers, and that in turn is largely influenced by the way you maintain relationship with them. These days a number of Customer Relationship Management tools are available to manage all the customer data gathered, and then use the information to better serve your customers. However, it has also been observed that most of them do not encompass all aspects of CRM - some manage only sales & leads, while others help in managing customer service only. Besides it has also been found that One Shirt Does not Fit All in the sense that each organization has a unique way of handling customers and they would like the application to meet their business processes.

Studies have shown that it costs 8 times more to cultivate a new customer than to keep an existing one. Managing your customer relationship is important for all businesses, but is critical for Service Businesses (such as Banks, Call Centres, & BPO/KPO Companies) that rely on repeat customers, ongoing contracts and referrals.

A comprehensive Customer Relationship Management tool should be aimed to:

- Build and maintain a relationship with your customers, so that you know their current and future needs and can incorporate trends into your strategy
- Manage leads through the sales pipeline by creating a relationship
- Better serve the customer, thus increasing competitive advantage
- Increase customer retention
- Increase Company profits.

Most Companies find that using a good software tool as a part of their CRM plan creates a ROI within 3 months of implementation. This is due to increased efficiency, more repeat business, increased referrals, and faster invoicing.

Nelito has developed the basic framework of the CRM application and modules can be developed on the top of the frame to suit various business needs of customers. The application can be tweaked and fine tuned within the shortest possible time to meet the specific requirement of the customers.

Modules

Both the CRM solutions have the following modules:

- **Marketing:** This module allows the user to use the CRM for extensive campaigning, conducting marketing activities and also for lead generation and follow up.
- **Sales:** Sales module allows the user to follow up the sales process such as submission of quotations, follow up and closure of sales.
- **Service:** This module helps in tracking the service requests/complaints of the customers, analyzing them, building knowledge base both for internal as well as external customers, and also storing documents of the cases lodged by customers.

Benefits of our CRM Solution

Our CRM Solution offers the following benefits:

- Customer need not modify his business processes as per the CRM rather CRM can be fine tuned to meet his requirements
- Can be customized within the shortest possible time
- Can be interfaced with other back end applications, IVR systems
- Access to a centralized, customizable view of sales and support activities along with complete customer history either online or offline and from any location using a Web browser
- Shorter sales cycles and improved close rates with tools that enable lead and opportunity management, workflow rules customization for automated sales processes, quote creation and order management
- Comprehensive reports that forecast sales, measure business activity and performance, track sales and service success, as well as identify trends, problems and opportunities
- Quick assignment, management and resolution of incidents with automated routing, queuing and service request escalation
- Effective identification of common support issues, evaluation of customer needs, tracking processes and measuring service performance
- Ease in sharing sales and order information as well as support information and use it to identify top customers and prioritize service needs.

CRM Deployment Experience

- The CRM application developed by Nelito has been deployed in one of the rating customers who are into class marketing. It helps them capture all the details of the transactions taking place between the customer and the sales force
- It has also been fine tuned and tweaked to meet the requirements of one of the investment companies who use the CRM for their sales force, marketing, client dealer relationship as well as customer service. It has been interfaced with the IVR system as well as their backend applications
- With our years of experience in the banking sector the same CRM can also be fine tuned to meet specific requirements of the Banking Industry such as KYC updation, NPA Management, Customer Service Desk etc.



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