



Softland ERP Commercial Area//



Softland CRM Module

Ideal for achieving a competitive advantage by keeping loyal and satisfied customers, Softland CRM tool presents a proactive, customer-focused approach, by means of a quick Internet connection; which allows the company's top management and sales force to carry out strategic efforts.

Features:

1. Extensive interaction with customers

- Provides access to an exclusive tab by company.
- Allows keeping the history of contacts and discussions.
- Allows carrying out tasks for one or more companies simultaneously.
- Due to its Internet access, it supports a connection any time and everywhere.
- By interacting with Microsoft Outlook, it allows recording dates and hours for commitments, keeping track of customers and sending emails to those in charge.

2. Evaluation of prospects and business closures

- Records potential businesses with amounts and advance percentages.
- The sales executive can carry a full follow up of customers and potential customers.
- Allows achieving comprehensive management of the background of customers: general data file, contacts follow up, sales reports made, and customers account statements and surveys taken by the company, among others.
- Manages tasks and outstanding commitments.

- Facilitates the order of information by defining various parameters such as work groups, types of commitments, origin of contacts, marketing action, loss concepts, and communes, among others.
- Allows entering activities (conversations) related to potential business.
- Generates reports of potential customers regarding their closing probability and estimates possible sales amounts.
- Allows evaluating the reasons for loss of opportunities to change strategies for closing sales.

3. Security and control

- Provides a high level of security by means of users, profiles and processes.
- Provides different key spaces to carry out a good control: consultations module, sales reports, outstanding commitments, management by type of transaction, evaluation of marketing actions, and analysis of sales management by executive and by potential customers, among others.
- Allows the transfer of all consultations and analysis to Microsoft Excel.