



### Entersoft CRM®

**Entersoft CRM®** is an innovative Customer Relationship Management system fulfilling the needs of Sales, Marketing, Customer Service and Maintenance Service (SLAs) divisions of an organization. It is fully integrated with ERP systems, providing an integrated software environment for a 360o, real time insight of your customers and contacts.

**Entersoft CRM®** is a powerful tool to plan, organize and monitor your business processes and transactions with your audiences. Easy to adapt and versatile, Entersoft CRM® increases customer visibility, provides seamless teamwork, employee effectiveness and advanced customer experience.

Entersoft CRM® is fully integrated with Microsoft® Outlook and easily accessible via mobile devices (Windows compatible Smart phones, tablets, iPhone and iPad, and Android) to enable your mobile executives with real time information and the same tools as if they were at office, increasing their effectiveness and productivity.

Advanced Role Based Analytics, Reporting and Business Intelligence capabilities empower your executives to develop targeted marketing campaigns, successful promotions, sales strategies and policies. Design and execute effective marketing and sales campaigns based on informed decisions and attain your goals, beyond competition.

**Entersoft CRM®** is fully integrated with Entersoft ERP or as a standalone product, providing comprehensive solutions for:

- Customer Relationship Management
- Sales Force Automation
- Sales Commissions Management
- Opportunity Management
- Contract Management
- Subscription Management
- Marketing Campaigns
- Customer Profiling & Segmentation
- Marketing Campaigns
- Questionnaires / Surveys
- SMS/MMS Marketing
- Event Management
- Service Management & Customer Care
- Service Management
- Service Level Agreement Management (SLAs)
- Complaints Management
- Knowledge Base Management
- CTI Integration
- Microsoft Outlook & Lotus Notes Integration

### Customer Care & Help Desk

Entersoft CRM®, provides a comprehensive solution for Customer Care and Help Desk procedures. Organize, monitor and automate customer service workflows and maintain consistent service quality. Achieve optimized costs and operational efficiency and improve customer satisfaction.

The solution supports all Help Desk functions. It manages and records all inbound or outbound communications in all possible forms (telephone, email, fax, internet and SMS). CTI interface facilitates immediate customer identification. The system pops up all pending and customer relevant information, thus serving better the customer.

The Knowledge Base provides immediate access, on FAQs, How To articles, manuals and instructions, that establish quick and accurate customer service, increasing customer satisfaction and creating significant competitive advantages.

The integrated Complaint Management system, monitors, records, classifies and forwards each complaint to be resolved and provides statistics for further analysis. Additionally, the solution allows you to serve your customers according to your ISO standards and company procedures.

Dashboard analytics and Business Intelligence can help you improve service management processes and optimize costs while offering coordinated, excellent service levels to your audience and boost your image.

- Customer Care
- Help Desk
- Knowledge Base Management
- Complaint Management
- Contract Management
- Management Service
- Interconnection with PBXs (CTI connection)

### Mobile CRM

Direct and real-time access to corporate CRM through a mobile device, allows mobile executives to get informed and to update their contacts, manage their sales opportunities and tasks and thus increase productivity and efficiency by reducing handling time.

Entersoft Mobile applications help the enterprise organize and control its market activities and relationships any-time anywhere. Mobile executives can be as effective as if they were in the office.

Entersoft Mobile applications are governed by a unique database, that of ERP and/or CRM system of the enterprise. Therefore, avoiding double entries, minimizing implementation time and getting a single source of information for all the company's communication channels, the company saves time, money and efforts, while increases effectiveness.



## Sales Force Automation

**Entersoft CRM®** empowers you with an integrated Sales Force Automation system. Advanced, easy to use functionality provides you all the necessary data to manage your contacts, sales leads, and opportunities to maximize your results and enhance your effectiveness.

Manage and follow up your sales pipeline better and faster than ever, streamline your processes and increase your productivity. Amplify effectiveness with Mobile SFA, and your Sales Force will get the agility needed to access real time data and shorten the sales cycle, everywhere, anytime.

Get advanced analytics, about your pipeline, opportunities, budgets, forecasts and deviations, to proactively monitor performance. Role based analytics gives your sales executives the insight they need to better manage their accounts, prospects, pipeline, budgets and targets and improve their efficiency. Have your sales team focused and tuned to the corporate strategy.

- Account and Contact Management
- Leads & Opportunities Management
- Customer Segmentation and Profiling
- Sales Force Management, sales targets and budget
- Sales Force itineraries - Offers and Orders
- Mobile Sales Force Automation (SFA)
- BI Dashboards for sales analytics

## Marketing Campaigns

Entersoft CRM® is a powerful tool to quickly and accurately design, plan, implement and evaluate targeted and effective campaigns. Easily segment your market and create targeted static and dynamic lists to reach your audiences. Create and select dynamic criteria according to your customers and prospects purchasing behavior and habits and automatically run personalized campaigns using SMS, email, phone, internet or direct mails. Manage your loyalty schemes with levels, credits, cards, credit cards, rules and conditions. Monitor and manage your campaign effectiveness. Flexible and multidimensional reports give you important comprehension of your campaigns, events, promos and activities to evaluate effectiveness and empower your business to act in time and differentiate.

## Service Management & SLAs

**Entersoft Service Management is an Entersoft CRM®** module that serves the needs of Service and SLA oriented companies.

It's a comprehensive software solution to automate and optimize operations and workflows.

Get things accurately done, from ticketing the request to invoice, boost effectiveness, develop new value-added services, evaluate performance and increase customer satisfaction.

Provide faster and more accurate service to your customer with the facilities the Knowledge Base can provide your technicians with. Typical fixes, technical information, regular maintenance procedures and more, gives your staff all the information they need at the spot, even via a PDA, a smart phone, or a tablet, anytime – everywhere.

Build strong ties of trust with your customers. Easily handle and benefit from the Complaint Management system and monitor efficiently the resolving procedures.

Streamline processes, optimize resource allocation and minimize idle time of your service experts. Increase service effectiveness and customer satisfaction by enabling your S.O.S. experts with access to comprehensive customer information, schedules and reports via Entersoft mobile service app.

Service Level Agreements Contracts are managed and monitored effortlessly and with accuracy. Contract terms and conditions are defined, processed and supervised, assessing each contract's value, according to pricing policies that govern it. Billing and invoicing of SLA's gets accurate and justifiable, at a click of a button strengthening customer relationships. The solution provides you cash flow estimates and automatically calculates the SLA and its annexes lifecycle and renewals at any time.

Entersoft Service Management is a comprehensive agile solution that provides you with Advanced Service Analytics, Dashboards and B.I. to get real time insight of your business and its potential, identify opportunities and improve your competitive advantage.

## CRM for Retail

- Info Kiosks
- PIM-Product Information Management
- Digital Signage
- Loyalty Management
- Interface with Traffic Counting Systems
- Complaint Management
- SMS Marketing Campaigns
- Marketing Campaigns
- Marketing Analytics