



CUSTOMER RELATIONSHIP MANAGEMENT SYSTEM



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FUNCTIONAL OVERVIEW

MODULE	MAJOR FUNCTIONALITIES (HIGH-LEVEL)
Marketing Management	<ul style="list-style-type: none"> ⇒ Campaign Management / Call Plan Management ⇒ Lead / Opportunity / Contact Management ⇒ Contact Summaries / Profile / Account Balances ⇒ Integration with any external email client / SMS gateways ⇒ Sales Opportunity Management / Sales Forecasting ⇒ Business Partner Management ⇒ Analytical and Transactional Reports
Sales Management	<ul style="list-style-type: none"> ⇒ Customer-specific / Batch / Dealer-specific Pricing ⇒ Promotional Schemes (free good / rebate agreement) ⇒ Inquiry / Quotation Management ⇒ Quick Costing for Quotation ⇒ Auction / Tender Management ⇒ Stock availability check during order booking ⇒ Order tracking and booking (batch wise if required) ⇒ Sales Order Costing (batch wise costing) to enable credit/debit note processing ⇒ Sales Contract Management ⇒ Credit control using financial instrument or credit limits ⇒ L/C Management ⇒ Sample Management including approval procedures ⇒ Excise / Export Documentation
Shipment Management	<ul style="list-style-type: none"> ⇒ Transportation and Route Planning ⇒ Distribution Management for distribution to depots ⇒ Packing Material Management ⇒ Barcode and weighbridge interface ⇒ Manage invoice and receivable
Support Services	<ul style="list-style-type: none"> ⇒ Customer complaint processing including goods return ⇒ Front-desk Management ⇒ Service management with <ul style="list-style-type: none"> ➤ Contract Management ➤ SLA Agreement ➤ Service Allocation ➤ Planning / Customer Support
Customer Self Service	<ul style="list-style-type: none"> ⇒ Commerce / Online Shop / Auctions ⇒ Order / Shipment Tracking / e-PO ⇒ Lead / Opportunity / Contact Management ⇒ Contact Summaries / Profile / Account Balances ⇒ Integration with any external email client / SMS gateways ⇒ Sales Opportunity Management / Sales Forecasting ⇒ Business Partner Management
Point-of-Sale (POS)	<ul style="list-style-type: none"> ⇒ Full-fledged / Localized point of sale for various verticals