CLARITAS CRM™

Pioneering CRM Innovation

SPENDING MORE TIME !!! WITH THE RIGHT CUSTOMER !!!

CRM for Marketing

- Marketing Automation
- Manage Prospect
- Develop Campaign
- Mass Marketing
- Customer Segmentation
- Cross-selling & Up-selling
- Campaign Effectiveness

CRM for Sales
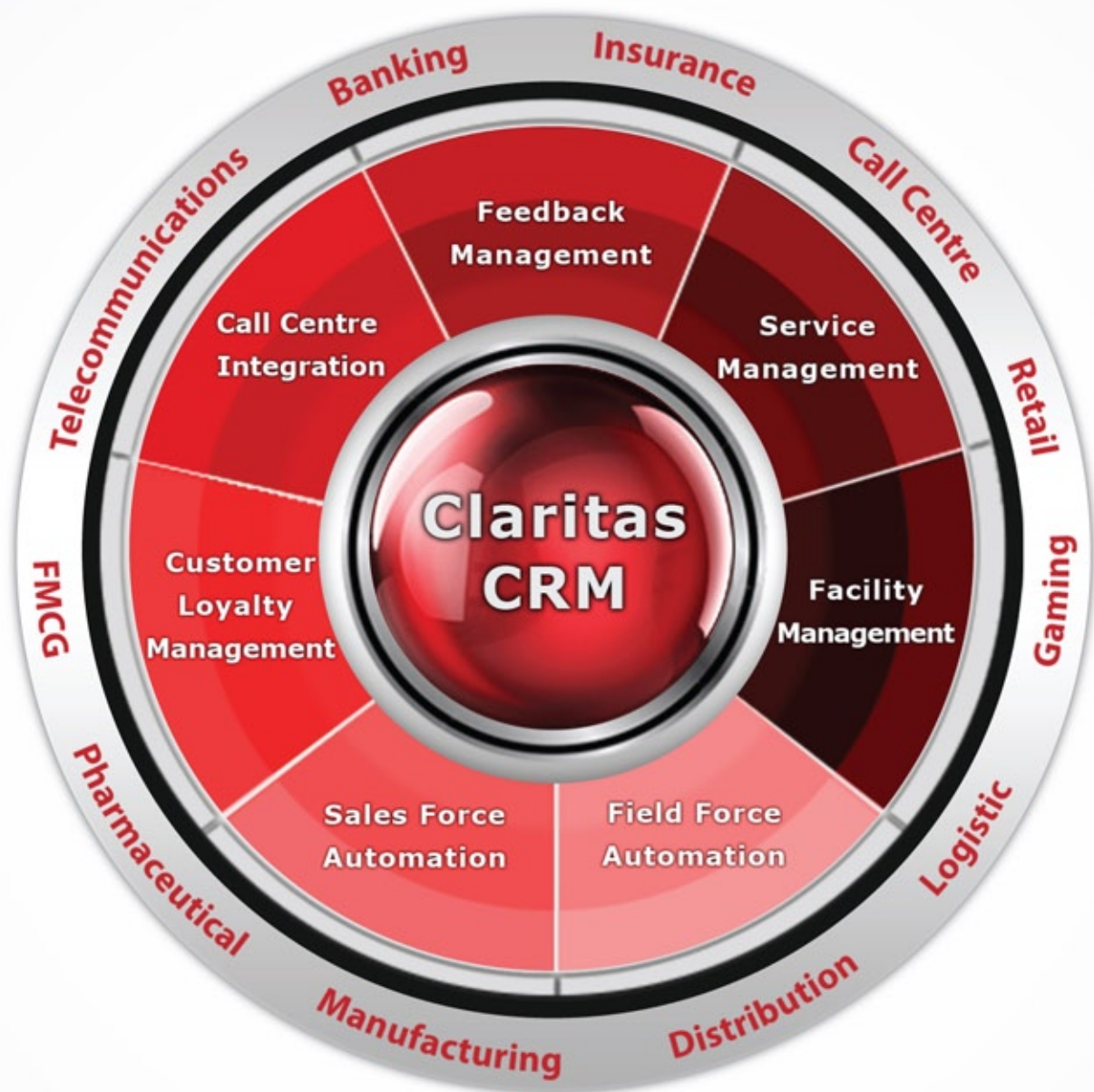
- Sales Force Automation
- Manage Opportunities
- Sales Pipeline Viability
- Lead Conversion
- 360° View On
  - Brand, Product
  - Contract, Quotation
- Sales Forecast

CRM for Support

- Automate Feedback Management
- Mobile Field Force Tracking
- Service Management
- Handle Customer Complaints
- Measure Customer Satisfaction

CLARITAS CRM™   www.claritascrm.com

CLARITAS CRM Features

General

Secure web authentication	✓
Customizable login screen & URL redirection	✓
Print, import & export function	✓
Account & branch management	✓
Contact management (customer, partner, competitor etc.)	✓

Marketing

Marketing automation	✓
Manage leads & prospects	✓
Develop campaign	✓
Account & branch management	✓
Mass email marketing with tracker status	✓
Customer segmentation & demographic filtering	✓
Cross-selling & up-selling	✓
Lead auto-creation (web form-to-lead)	✓

Sales

Sales force automation	✓
Manage sales opportunities	✓
Tracking of sales pipeline viability	✓
Lead conversion	✓
360 view on brand, product, contract & quotation	✓
Sales forecasting	✓

Collaboration

Meeting scheduling	✓
Call appointment tracking	✓
Task assignment	✓
Note & attachment	✓
Email management	✓

Management

Dashboard for CEO / Top Management	✓
Dashboard for Marketing Manager	✓
Dashboard for Sales Manager	✓
Dashboard for Support Manager	✓

Support

Case management	✓
Issue management for multi assignment	✓
Issue Escalation	✓
Internal SLA (staff) & external SLA (customer)	✓
Product & asset management	✓
Contract management	✓
Multi-dimensional knowledge base collaboration	✓
Integrated knowledge base with suggested solutions	✓
Case history tracking	✓
Case source tracking	✓
Case auto-creation (web form-to-case)	✓
Case auto-creation (email-to-case)	✓
Case workflow: routing & auto-assignment	✓
Case workflow: email auto-response	✓
Case workflow: escalation & notification rules	✓

Reports

Multi-dimension views & reports	✓
Marketing reports to measure campaign effectiveness	✓
Sales reports to measure sales conversion & viability	✓
Service reports to measure customer satisfaction	✓

Administration

User & role management	✓
Module & field level access control	✓
Customizable interface layout & views	✓
Product catalog management	✓
Email template management	✓
Holidays & non-work day setting	✓
Work schedule & business hour setting	✓
Pick list item maintenance	✓
Service level agreement (SLA) configuration	✓
Document running number maintenance	✓
Audit trail tracking	✓