STREAMLINE YOUR BUSINESS PROCESS BY USING CRM SOLUTION

PRESENTED BY:

BIZTECHNOSYS

ABOUT US ....

BIZTECHNOSYS Infotech Pvt. Ltd. is an enterprise solution provider offering integrated full-services player in the IT Services sector. Our Services capture the entire value chain of customer's technology requirements from consulting to implementation, testing to support, in the areas of :

About BIZTECHNOSYS

SOLUTIONS + SERVICE + SUPPORT

- Our Journey
- Our Vision & Mission
- Philosophy
- Products & Services
- Key Achievements

60+
SITECORE PROJECTS

85+
CRM PROJECTS

260+
CMS PROJECTS

26+
ERP PROJECTS

258+
Projects Completed

450+
Client Network

26+
Global Presence

$460k
Projects Worth

THE BEST TEAMS AROUND THE WORLD TRUST US

BUSINESS WITHOUT CRM SOFTWARE

Customer Relationship Management(CRM) is a complete business solution for any Company to succeed in this competitive market. CRM is not just to maintain your leads or contacts, but it's an **absolute necessity** solution, streamlining your complete business process and keeping a track of your day-today task in real-time. Sales force management is very much necessary for every business to generate the revenue.

Hence, Biztechnosys CRM Tool is an All in One solution, which is helping and trying to collaborate different departments to one platform.

There are still a few companies, who believe in the old legacy way of doing their business. Such companies are facing a lot of challenges/issues without a tool - CRM solution.

Let's take a look at some of those pain areas that they face;

1. Limited access to data
2. Lesser means to assess and improve customer satisfaction
3. Missing the opportunities to upsell and cross-sell
4. Inefficiently attract and retain customers
5. Juggling between multiple tools
6. Spending several man-hours on manual data entry
7. Accessing Contacts or Deals on the go

WHAT IS CRM?

CRM (Customer Relationship Management) provides a well defined platform for all business domains to communicate with their clients and meet all their needs and demands successfully and to build long-term relationship.

CRM's focus is on helping businesses to manage their relationship with their customers. Irrespective to the size of the businesses, it is helpful for your business relationship with individual people like colleagues and suppliers as well.

It involves the efficient management of all your customers' contact data and using them to improve your interactions with your customers. Customer relationship management is a important factor that every business is serious about its profitability has to take seriously.

3 TYPES OF CRM SOFTWARE

OPERATIONAL CRM

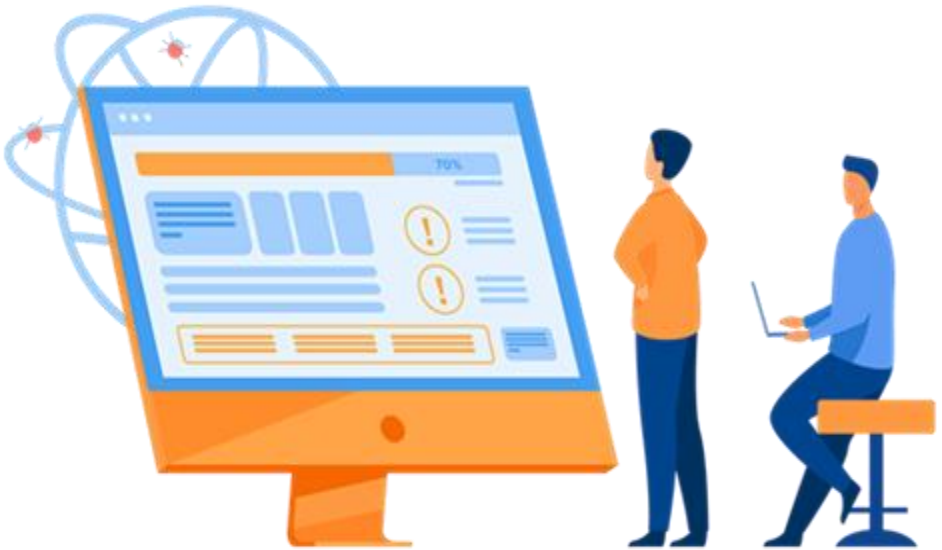
- → Sales automation
- → Marketing automation
- → Service automation

ANALYTICAL CRM

- → Data warehousing
- → Data mining
- → Online analytical processing (OLAP)

COLLABORATIVE CRM

- → Interaction management
- → Channel management
- → Document management



5 Ways

How CRM can add-on for a Business's SUCCESS

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FEATURES OF CRM

Every business industry emphasizes on a long term relationship with their customers to nurture its stability in today's competitive market. Nowadays, Customer's expectations are not only limited to get best products and services, they also need a business in which they want to receive exactly what they demand and in a quick time.

CRM involves various components and sub features to perform effectively. It performs various functions such as marketing, manufacturing customer service, field sales etc. All these functions of CRM system directly or indirectly involve the participation of customers with the organization in order to ensure quality service delivery.

Elements of CRM:

- People Management
- Lead Management
- Sales force automation
- Customer Service
- Workflow automation
- Business Reporting
- Analytics

Sales Process

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Marketing Campaign (Planning & Execution)

Outbound

Inbound

Sales Team

Sales Team

Lead Capture

- Prospect Details
- Lead assignment rules set-up
- Product interested
- Lead Source and other attributes
- Lead stage

Sales Follow up

- Discuss with Prospect
- Analyze their requirement & Pain Areas

Lead Qualifying ???

NO

Lead Dropped (Reason)

Email Marketing to re-market dropped Leads (Prospecting)

YES
Convert to Opportunity

Repeat Requirement References

SUPPORT

Top Opportunities
Un-Attended/No Follow up done

Sales Follow up

- Discussion
- Demo / Presentation
- Technical Specs

- Quotation

- Negotiation
- Revised Quotation

Sales Won / Lost

WON

Sales Order Process

- Invoice
- Payment Schedule
- Payment Collection

Project Management

Sales Lost
(Reason & Competitor)

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DATA-DRIVEN DASHBOARDS

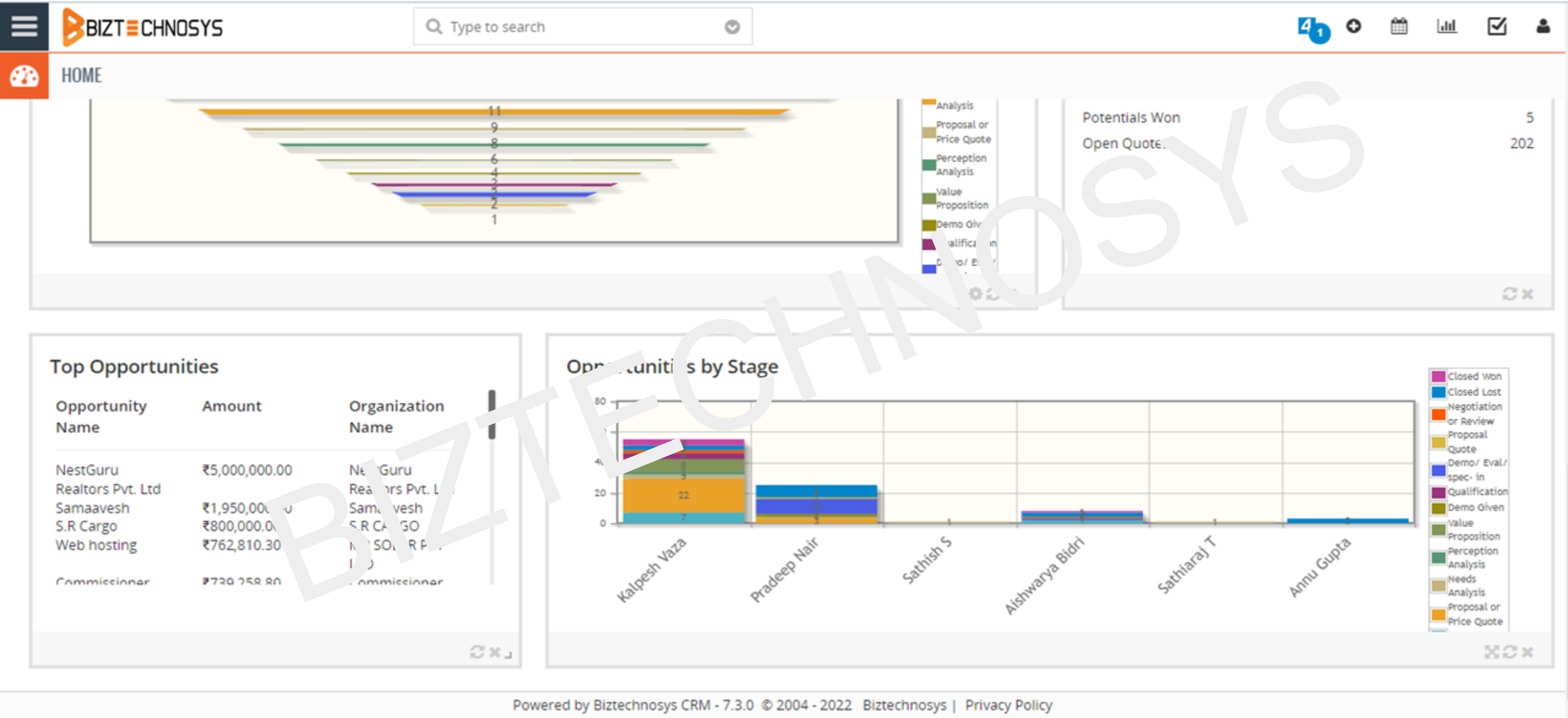
- History
- Upcoming Activities
- Funnel
- Opportunities by Stage
- Sales Pipeline
- Total Revenue
- Top Opportunities
- Leads by Status
- Leads by Source
- Leads by Industry
- Overdue Activities
- Key Metrics
- Tag Cloud
- Total Amount by Sales stage

Customize the Dashboard through the - Mini List

Interactive Dashboard

provides the Summarized reports on the entire Process

DATA-DRIVEN DASHBOARDS



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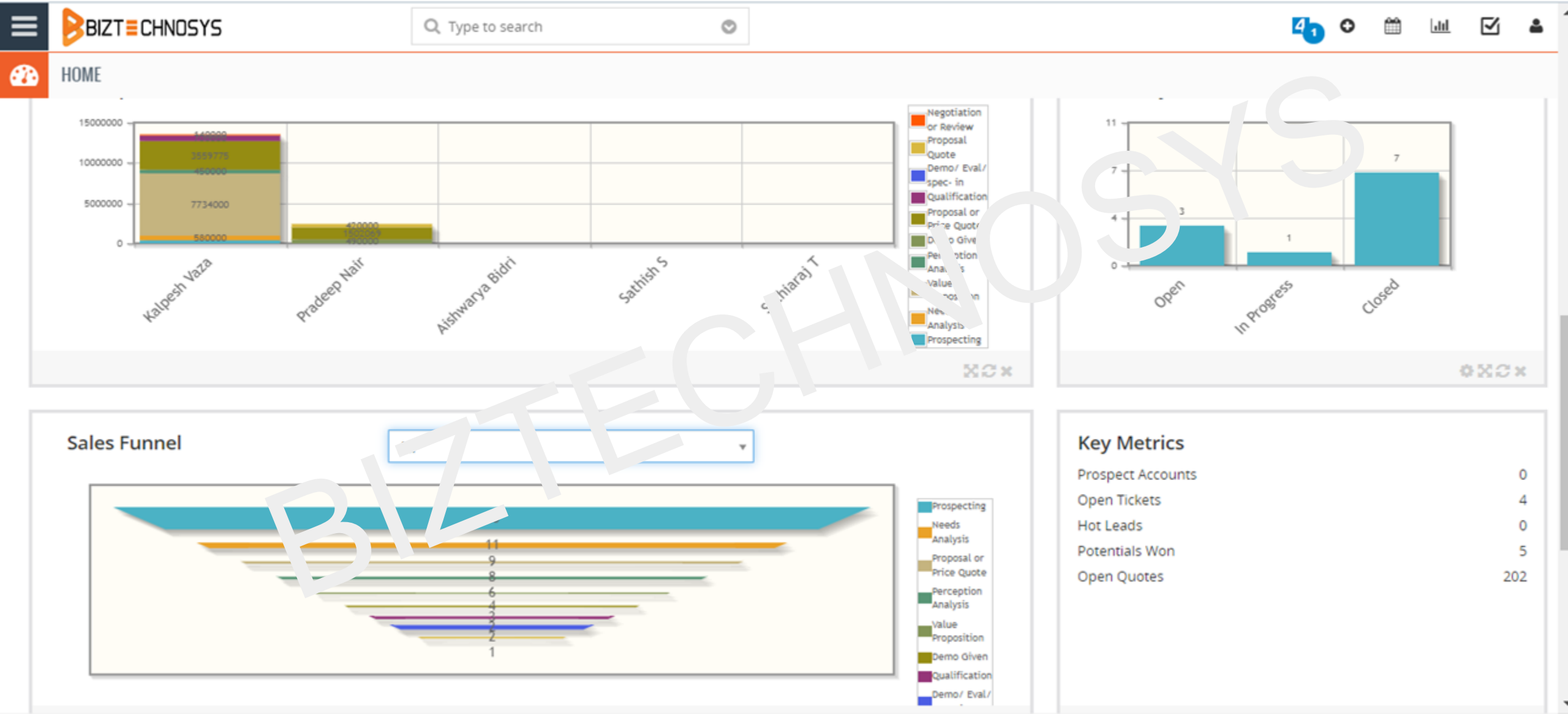

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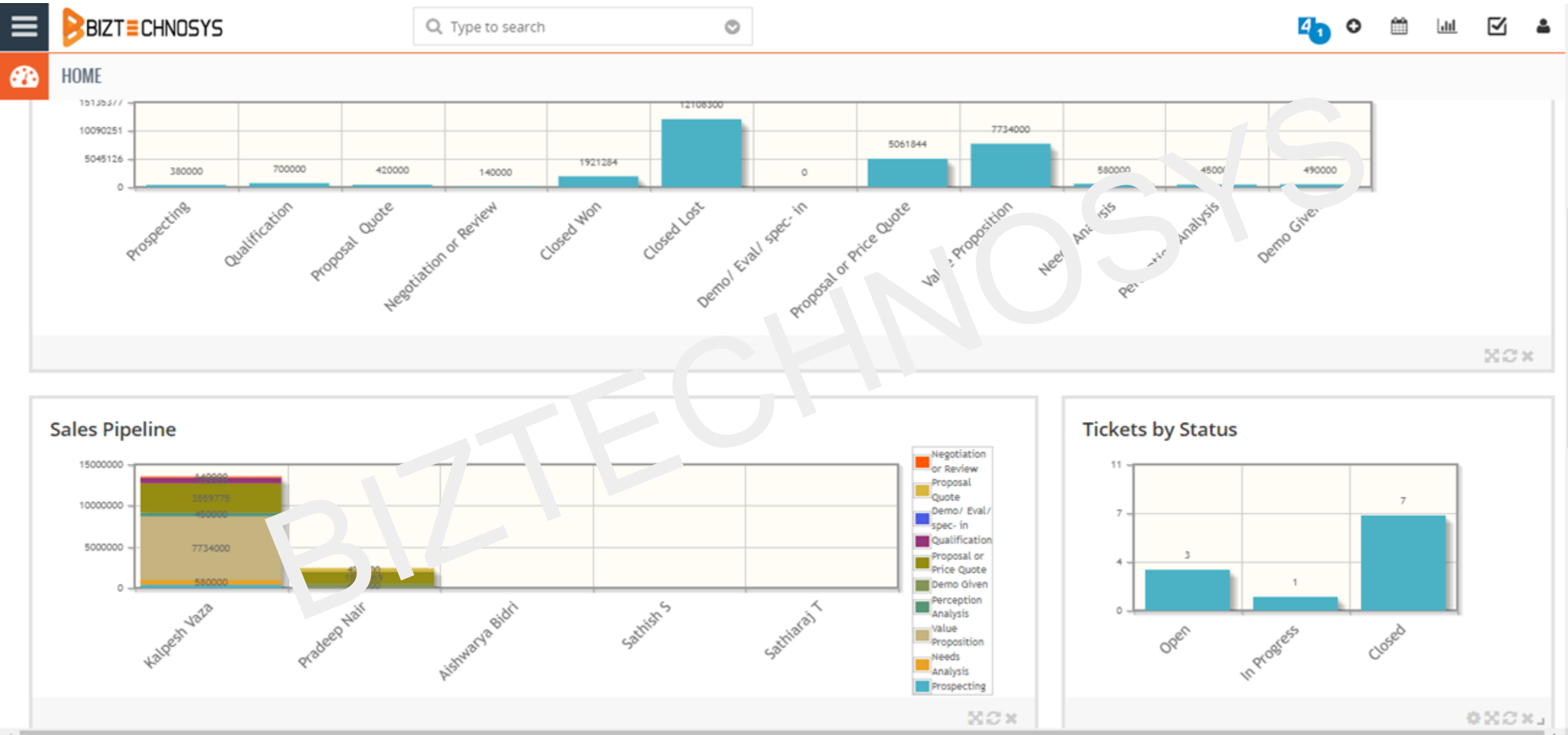

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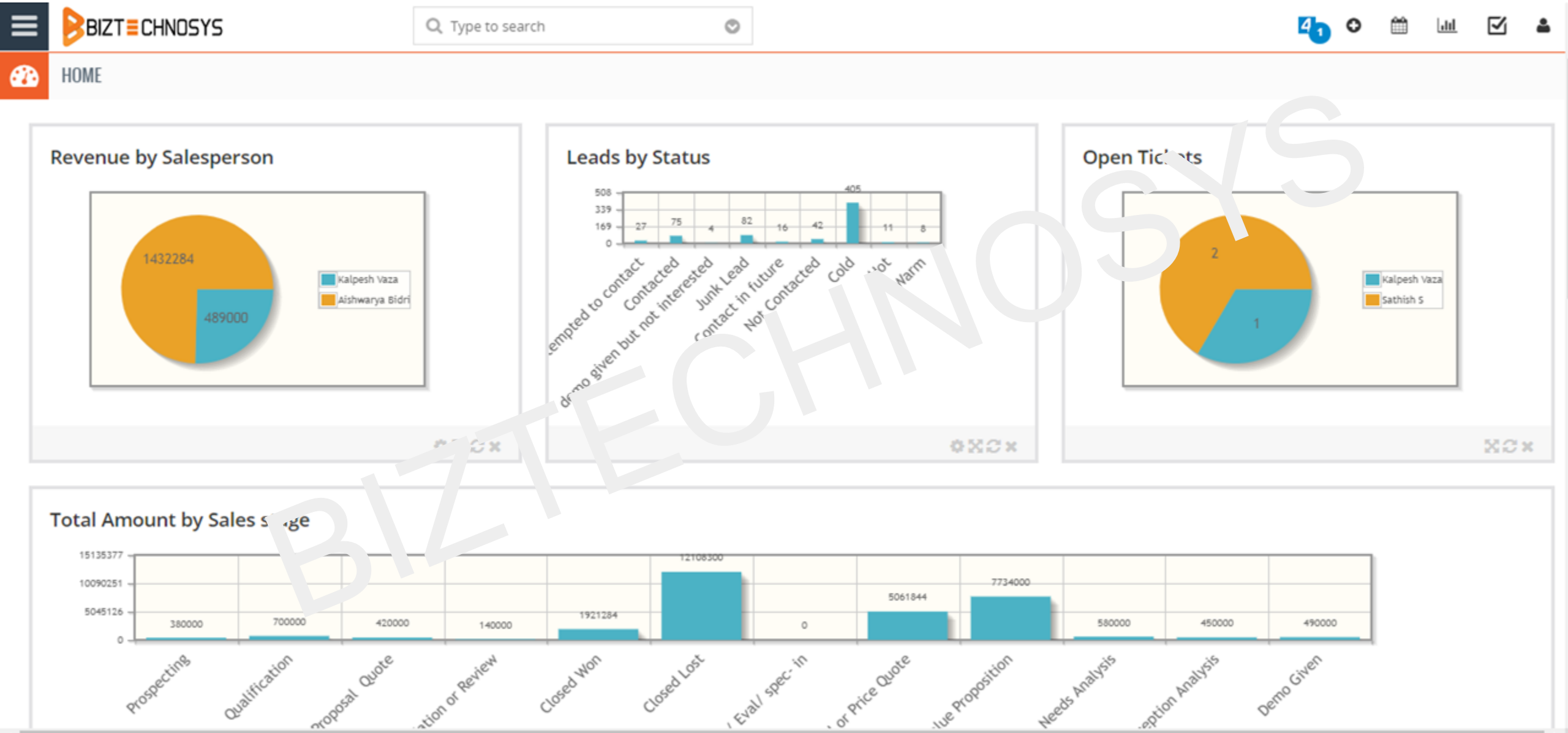

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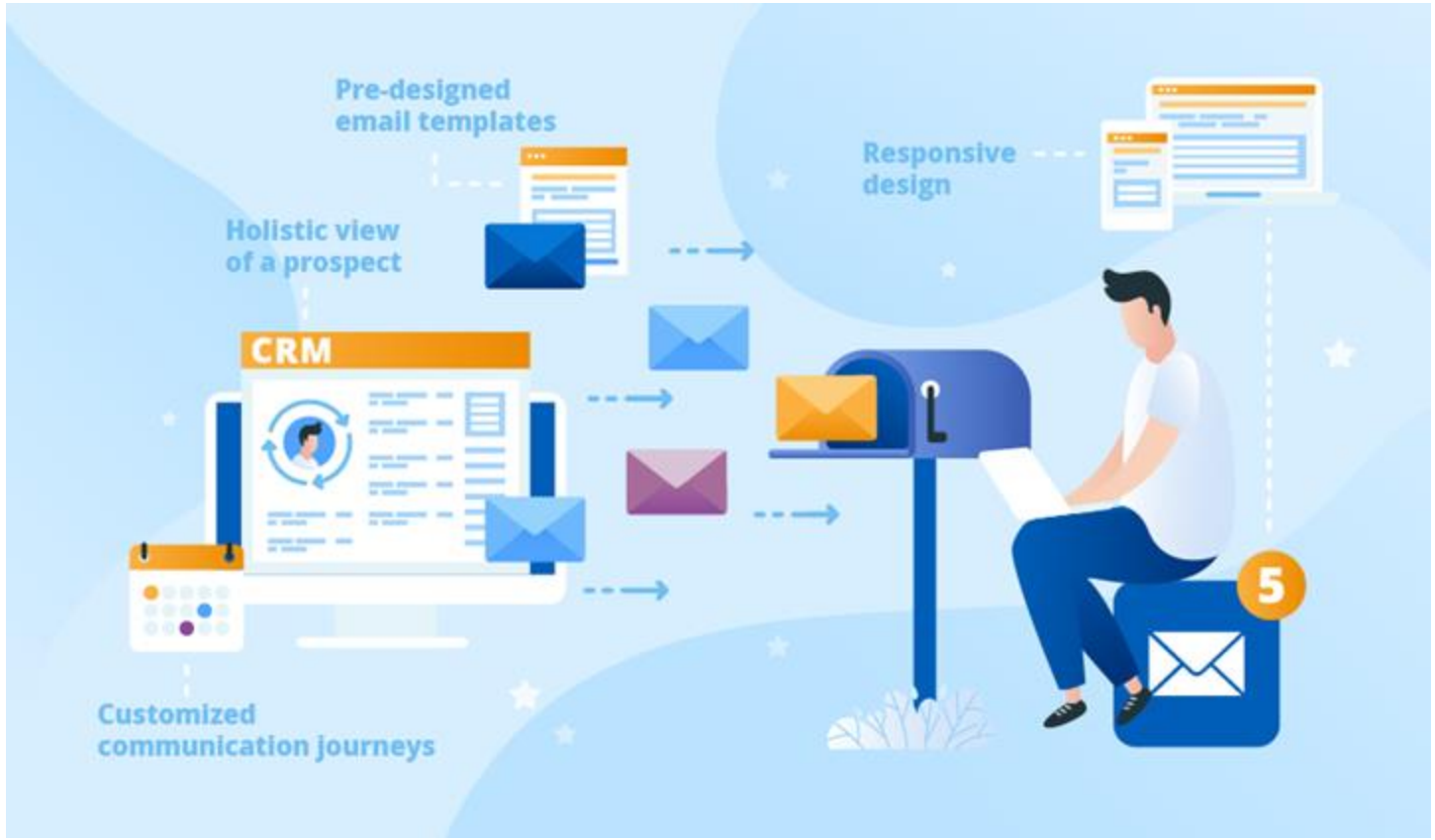
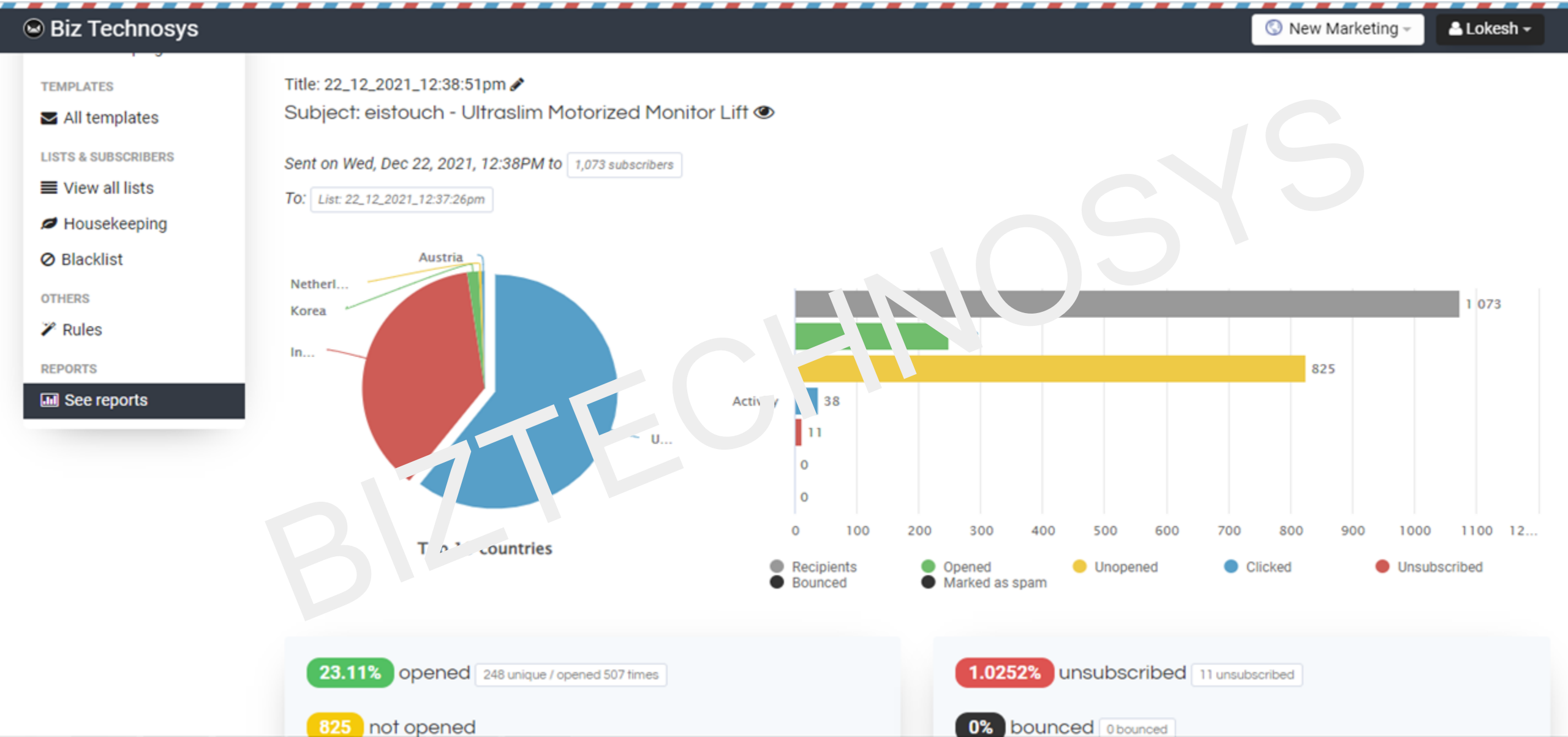
EMAIL CAMPAIGN MANAGEMENT



- Manage all your marketing campaigns and group multiple campaign stages together.
- Create detailed database lists and segmentations to filter your contacts for different campaigns and sub-campaigns.
- Fully integrated with your Sales CRM so you can track your leads and opportunities and attribute them to campaigns.
- Generate new leads using web forms to automatically capture your contacts' data to the CRM and setting follow up tasks.
- Set automated marketing campaigns to keep your contacts engaged with regular messages.
- Monitor and measure your customer open rate, click throughs and engagement, keeping track of your ROI.

EMAIL CAMPAIGN MANAGEMENT



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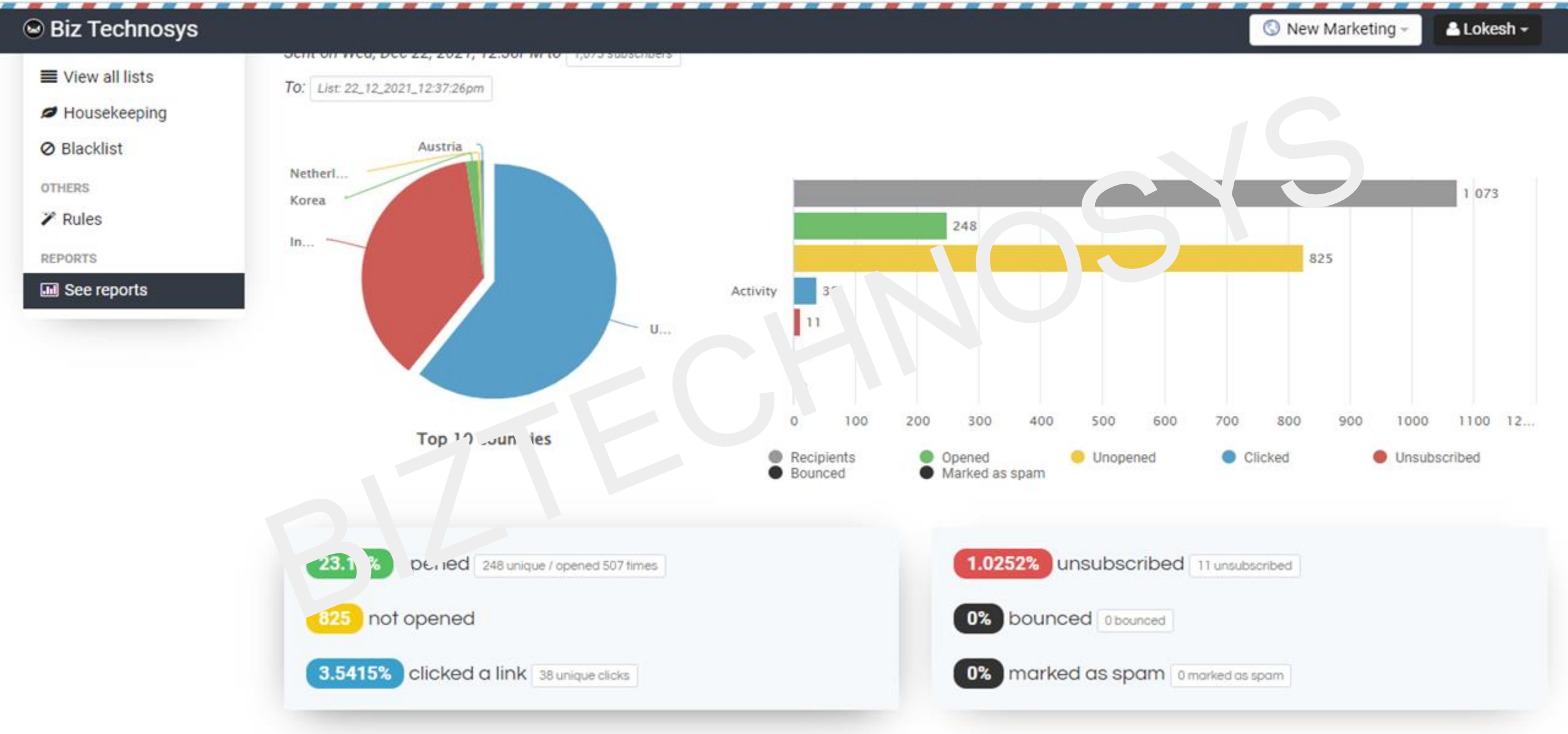

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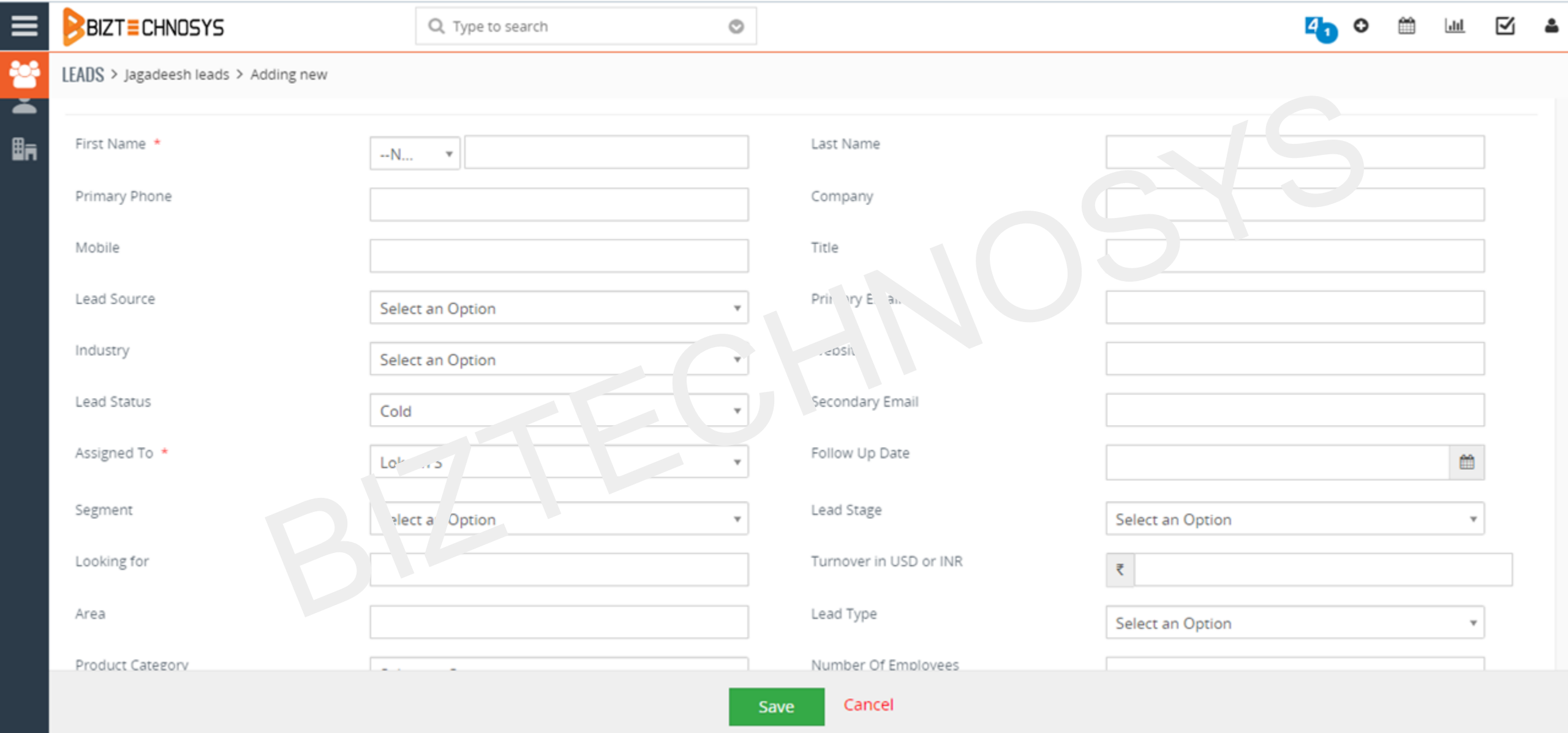
SALES MANAGEMENT

- Convert leads into Deals/ Customers
- Capture Sales Leads and increasing the Pipeline cases
- Create different tasks/events on leads, deals, contacts or customers/companies
- Create and track unique sales activities.
- Efficiently delegate tasks to your team
- Keep a tab on interactions, meetings, and more.
- Create Quotations and send to customers through emails right within the CRM
- Create Notifications & Reminders for all Tasks/Events
- One dashboard for seeing all task and updates at one place.
- Create Sales Orders & Invoices with One tool.

NEW LEAD CAPTURE



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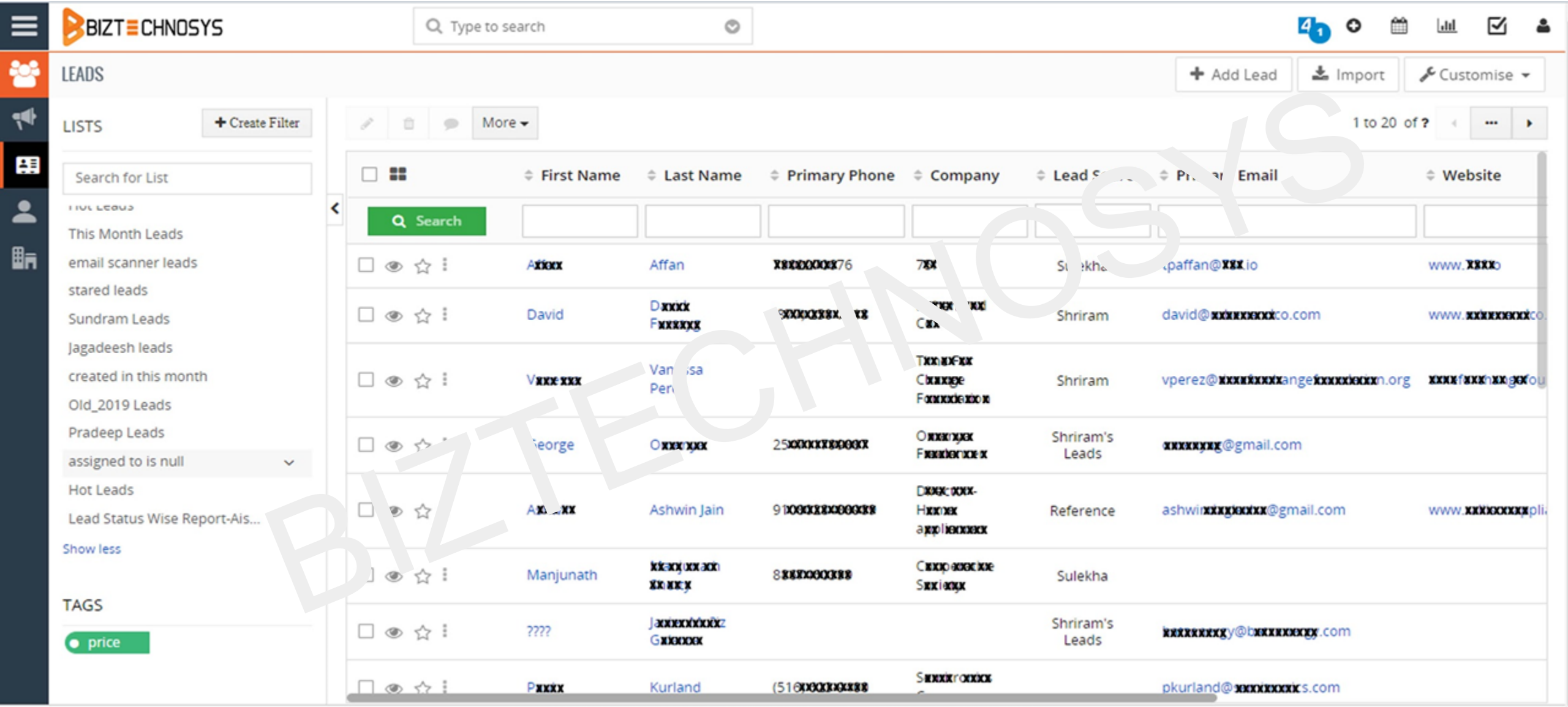
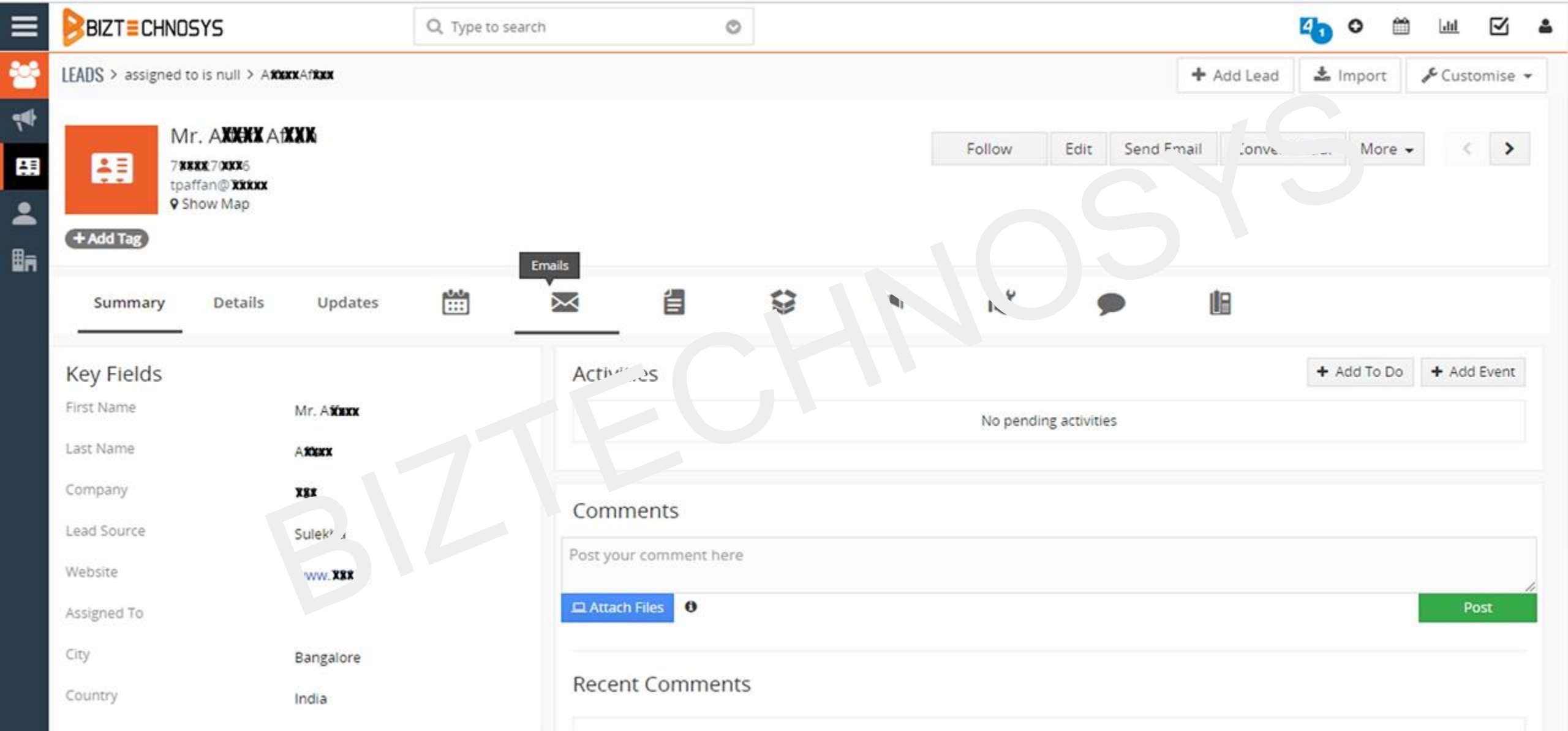
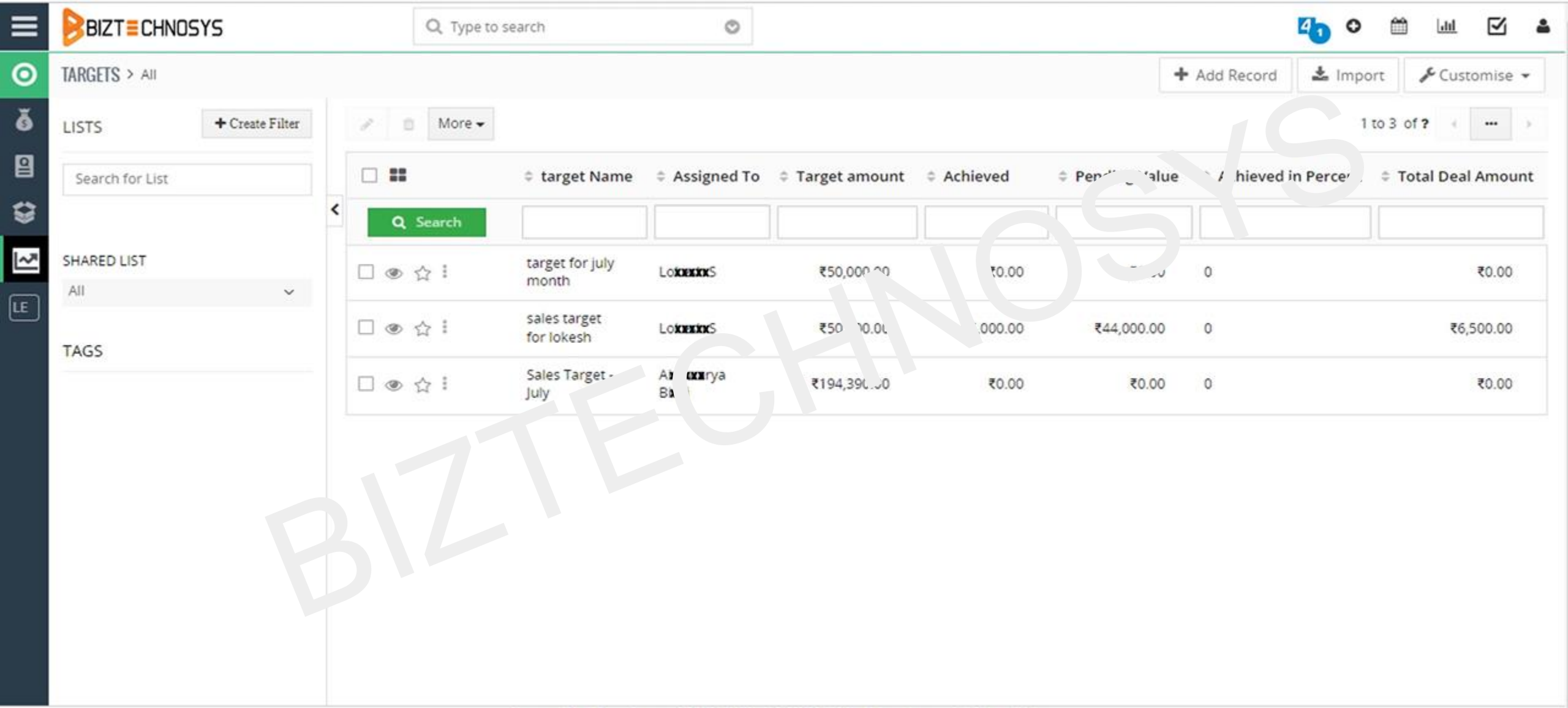
FILTER LEAD REPORTS



TASK MANAGEMENT



TARGET MANAGEMENT



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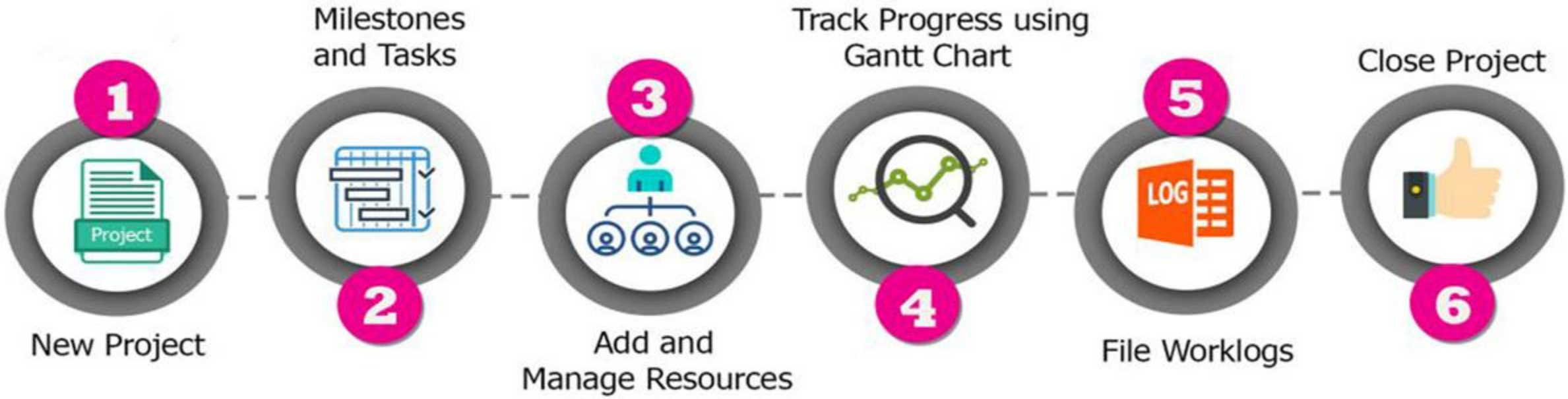
PROJECT MANAGEMENT

- Create different Projects based on the customer Sales order.
- Create different Project task or milestones for each project.
- Planning, tracking and collaboration with ease is possible in the team.
- Assigned team can update the status of the projects.
- It will record all the information like project name, start date, end date, assigned to which team member, invoice and payments details, etc.



DOCUMENT MANAGEMENT

This Module helps to do the activity of receiving, sharing, tracking, storing of all related documents to the relevant subject modules. It is effective and organized well into this.

CUSTOMER CONTRACTS

CUSTOMER KYC

CUSTOMER ENGAGEMENT TOOLS

- **In-built email integration**: Send emails directly from the CRM & track all your communication at one place
- **Email Templates**: CRM has pre-built email templates. It also enables you to create your own templates that can help you to automate emails and increase your productivity
- **SMS Notifier**: Keeps track of all sales calls and details, updated automatically into the CRM from your mobile

VALUE ADDITION

No additional cost for any expansion of service centre or customer base

SCALABLE SOLUTION WITH **NO ADDITIONAL COST**

Our Solution is **SECURED & ENCYPTED** with latest Multifactor Authentication and Cyber Security

We offer Dedicated Support for any L1, L2, L3 Support

AUTOMATED PROCESS

REALTIME MONITORING

REDUCED STRESS & ERRORS

SPEED UP SERVICE TIME

REDUCED QUEUE TIME

WHY US

ISO 27001:2013

ISO 9001:2015

Quality
Service
Reliability

ADDING VALUE - OUR MOTTO

TALK TO OUR EXPERT

Thank you

QUESTIONS?

Biztechnosys

We bring in BEST of **BRAINS** & **TECHNOLOGY** Tools to realise your **BIZ GOALS**