



Make Your Business Simple Using FobessCRM



FobessCRM at a Glance



Overview

Customer Relationship Management (CRM) is a strategy in software application combining sales, marketing, support, systems, policies and procedures with a sole motive to get, retain and grow potential and profitable customers. In today's business environment, as competition is big and ever increasing and on the other hand as demand is saturated, companies are looking for new and innovative methods in customer relations and retentions.

Technology with software applications and Communication with Internet Solutions acts as a major influencer in current commercial scenario to tap opportunities and business. CRM covers the entire spectrum of business interactions with customers improving internal process, enabling better management, increasing revenues and efficiency and guiding management in taking timely and right decisions.

Recognizing the need for CRM, Fobess has conceived an advanced CRM solution, targeting business world with features focused on ease in use, ease in implementation, ease in integration and ease in access.

FobessCRM is a
web based Customer
Relationship Management Tool
for Enterprise wide Prospective
to Organize, Automate and
Synchronise Sales, Marketing,
Customer Support and
Service.

customer
analysis

customer
acquisition

customer
attraction

An initiative to transform vision and strategy of every enterprise to attain its aims and objectives using technology



Value to Your Business

Minimizes cost in sales

Minimizes customer loss

Minimizes cost in marketing

Minimizes opportunity cost

Helps in increase in revenue

Minimizes cost in administration

Ensures that investments are directed towards profits

Conforms to follow customer service based agreements

Enables staff to provide exceeding support to customers

Equips to generate more gains using present customer base.

Edify underlying issues to take corrective action immediately

Customer interactions by incorporating social media networks.

Promotes productivity & empowers staff to achieve more

Automating sales operations in FobessCRM puts companies in full control of their respective sales pipeline, empowering sales teams to approach, manage, forecast and report all aspects of entire sales cycle



Accelerate Profits by Systematizing Sales

Increased sales team productivity

Brings in transparency in sales procedure

Improves sales forecast accuracy

Enables sales performance monitoring

Enhances stronger customer relationships

Leads to better practices in sales procedure

Directed towards reduced sales cycles

Minimizes sales training and associated costs.

Eliminates manual or repeated sales actions.

Optimal use of sales teams towards high opportunities

Boast sales team action via interactive dashboards

Minimizes work time on administrative tasks

Enhances team collaboration on opportunities

Enables to track variance to take corrective action

Coordinated and systematic communication among sales teams

Efficient reporting and analysis leads to identify new trends and approach to track customers.

Stimulate Growth By Marketing Automation

Automating marketing through CRM provides significant benefits for every organization. Role of marketing professionals is to generate potential customer leads and direct to sales team to open talk to result a sale. Marketing Automation CRM system is very much essential to make this process simple and easier.

Marketing integrated via CRM helps in increasing revenue generating challenges and increase in Return On Investment (ROI). It places easy ways to develop, implement, manage, target and analyze commercial campaigns.

The aim of marketing automation in FobessCRM is to help marketing team with comprehensive campaign and lead management tool to help companies drive leads into sales and sales into revenues.



Benefits of FobessCRM in Marketing

Enables tracking and delivering only qualified leads to sales

Minimizes administrative costs associated with marketing

Allows to program marketing plan efficiently and effectively

Enhances marketing campaign response ratio

Minimizes time to narrow down leads for a specific campaign

Allows deriving real-time marketing performance analysis

Help to easily track any variance or issues leading to take corrective action

Launch fully automated campaigns allowing to save time and money

Enhances data quality whereby duplication of information is prevented

Ensures that right marketing campaigns are sent to right customers

Integrated email marketing allows optimized unlimited email for delivery

Captivate Customers By Innovating Solutions

Systemized customer support of FobessCRM provides full functional service support, defect tracking, case management and status reports to help customers get their needs and nurtures addressed in an efficient and quick time. Get complete history of cases online, give solutions to the cases quickly online and deal all cases effectively online. The ever increasing customer acquiring cost pertains to retaining such customer is important. With intrinsic FobessCRM customer care features build and manager log lasting business relationships with customers, gain and retain their loyalty by providing them the service they expect and exceed.



Benefits of FobessCRM in Marketing

Enhances quality in working of customer service representatives

Employs to measure customer satisfaction and standards

Helps to highlight the customer issue and resolve quickly

Prevents loss of customers' issues or queries without being addressed

Quick response to service requests from customers is possible

Keeping customers in loyal results increased customer retention

Prompt and speedy exchange of information between company and customer is possible

Helps customer service team with dynamic dashboard to understand complete cases in single screen

Allows interacting with customers and managing relationships at each stage from approach, to sales and in support & service

Minimizes service escalations and customer complaints

Capable to provide 24X7 customer service options

The fusion of marketing automation in FobessCRM allows to increase ROI from sales were more predictable revenue is known and drive towards success is definite.

Aspects Significant to Every Customers

Sales Professionals

Account, Contact & Opportunity Management

Complete sales procedural automation

Create new Account, Contact & Opportunity

Approving Account, Contact & Opportunity is possible

All Generic Users

Ease in use

Dynamic charts & graphical reports

Display of multiple information's in a single dashboard screen

Centralized document maintaining

Generate user defined reports

Share reports with teams & associates

Tech Professionals

Easy and fast to install & deploy

Easy to integrate with other systems

Flexible deployment capability

Ease in administration & new user setup

Marketing Professionals

Fully incorporated e-marketing functions

Lead generation & management

Covers complete marketing process

Effective list management

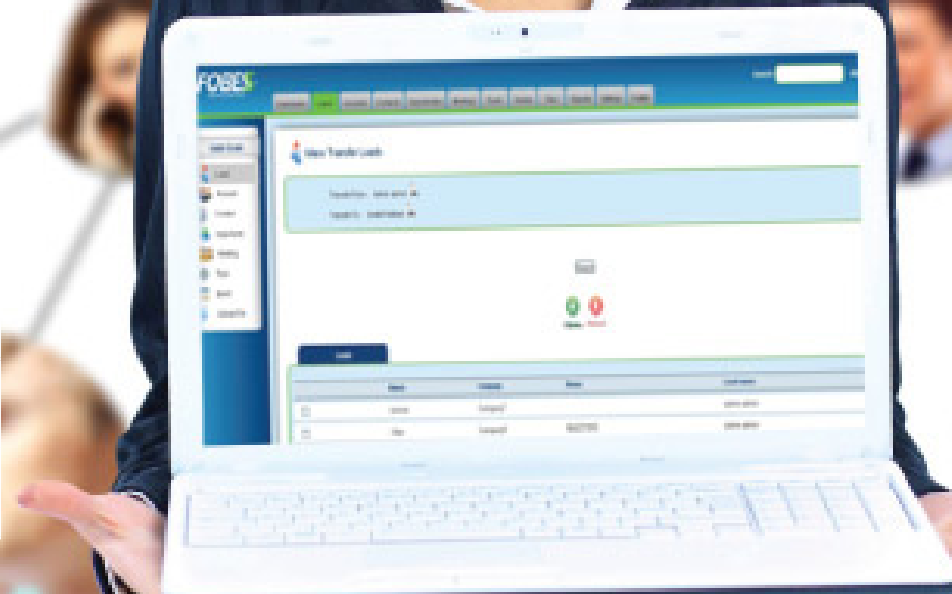
Enables new Lead, creation & approval

Bulk mailing, transfer & export of leads possible

Customer Service Representative

Case tracking, monitoring & management

Complete customer service support process





Functional Outlook

FobessCRM is embedded with entire procedural aspects of an enterprise from beginning to attaining and continued support.

A Successful CRM requires high level of enterprise wide transformation in terms of Process, Technology, Environment and Strategy in order to increase the value of growth and success to its customers in an organization.

FobessCRM imparts integrated intrinsic value that offers unmatched freedom in business.

Contact Us Today

Give Life to your Business..



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