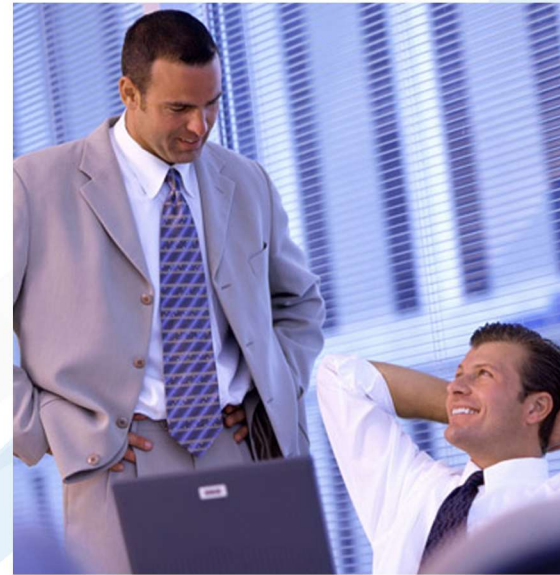
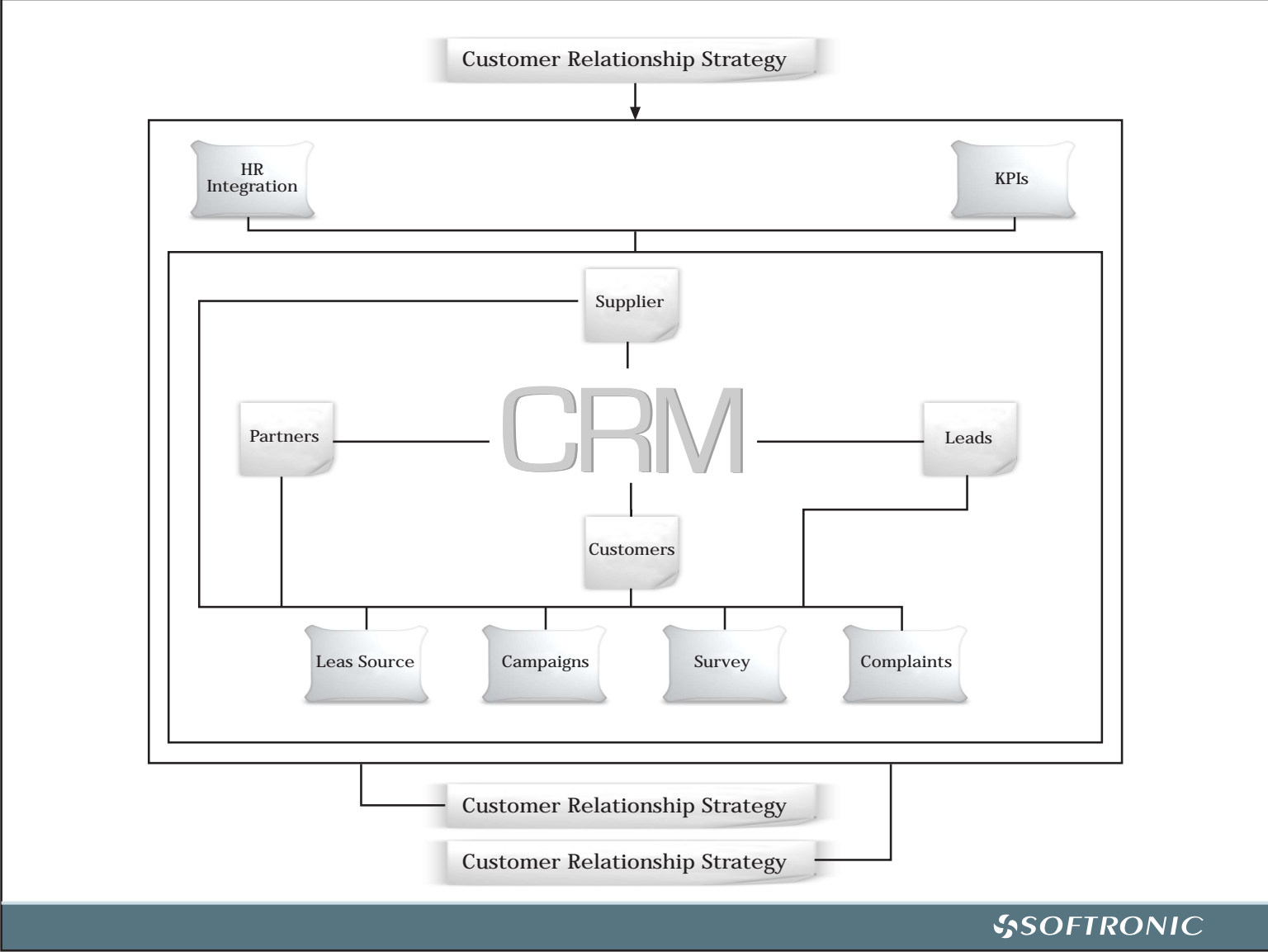


# CRM





# Modules & Features

CRM

## Sales, Marketing and Customer Service

### Partner Management

Strategic alliances and collaborations are essential in today's dynamic business environment. Softronic CRM allows you to effectively carry out partner relationship evaluation.

### Campaigns

Softronic CRM lets you plan and track campaigns by allowing you to budget your expenses, set sales targets and allocate manpower more effectively. Every lead generated, and every lead converted is tracked by the system, which automatically calculates the Return On Investment. Hence allowing you to monitor campaign effectiveness by region, market, or key customers.

### Leads and Accounts

Softronic CRM helps you maintain a complete database of leads generated for any of your products or services. The system lets you distinguish between qualified and unqualified leads, and maintains information on lead sources, enabling you to identify primary sources and take appropriate action. Evaluate your Partner and Other Sources of Leads by lead quality (conversion rate),

### Sales Opportunities

Every lead generated in the system is created through the process of creating an Opportunity. These leads may either be existing accounts, existing leads, or new leads. By distinguishing your opportunities in this manner, you can measure revenue from existing customers making repeat purchases, as well as those from customer referrals.

By allowing you to manage your opportunities effectively, Softronic CRM enables you to make a more accurate Sales Forecast and assess your customer's willingness to recommend you as a good business partner.

# Modules & Features

CRM

## Agent Profile Rating

Softronic CRM allows you to record standard call statistics such as talk time, after call work time and overall utilization, and perform various analyses in this regard.

## Document Manager

Softronic CRM lets you create auto-proposals and send to leads/accounts as per their requirement.

You can also create any other document, eg. – Invitation letter, Account Opening Letter and more by allowing you to send as email through the system.

## Complaints

Softronic CRM provides a very flexible process of managing complaints. As per your requirement, you may specify the criteria using which complaints should be escalated. You can also specify product wise, the individuals responsible for handling complaints. In addition, the system also allows you to handle Executive Complaints, i.e. those complaints, which are sent to senior executives.

Softronic CRM also provides a unique feature allowing you to easily manage any complaint ownership transfers, severity levels, escalation - keeping all the valuable customer information throughout the process.

Using alerts, agents are always reminded to get back to a customer on the date when they committed to resolve the complaint.

Customer complaints don't have to result in customer dissatisfaction. But if not addressed timely and properly, it evidently will end so. Softronic CRM provides you with superior processes to ensure that you are able to deliver high customer value and significantly reduce or prevent customer dissatisfaction.

# Modules & Features

CRM

## Surveys

Softronic CRM offers a sophisticated method of collecting feedback from Existing and Potential Customers. You can conduct Online as well as Offline Surveys. For Online Surveys, you can configure a policy on conducting surveys, including intervals at which specific surveys should be conducted and the mode of communication (Email or Phone).

For Offline Surveys, you can create Groups, based on various combinations including Leads, Accounts, City, Country, or other relevant groupings. You can then send various Surveys to these groups for getting feedbacks.

By gauging Customer Satisfaction Levels, Caller Satisfaction Levels, and related indices you are always connected to the client, ensuring customer loyalty and higher revenues.

Softronic CRM provides you the ability to create your own surveys. Eg – Resolution Survey, Customer Satisfaction Survey, Caller Satisfaction Survey, Supplier Evaluation Survey, etc.

## HR

### HR Integration

An obstacle in delivering true customer satisfaction can often just be due to the fact that Employee Satisfaction is lower than it should be indicating employees are de-motivated.. Softronic CRM can integrate with any Employee Survey Module and give you very critical analysis on where your customer satisfaction is heading with respect to employee satisfaction.

This allows you to address factors affecting internal working relationships between groups. For many organizations, this is the main problem that prevents them from taking best care of customers. Clearly, if staff is not motivated or they are dissatisfied, they will not do their best in looking after customers. In addition, improvements in staff satisfaction have shown to lead to improvements in customer satisfaction and profitability.

# Modules & Features

CRM

## Supplier Relationship Management

A vital part of any business is ensuring customer satisfaction and quality deliverables by developing strategic relationships with key suppliers. Identifying your most valuable suppliers and cultivating an efficient network requires a sound strategy revolving around a reliable software solution which supports an effective supplier relationship strategy.

You can relate complaints to different suppliers, and address the root cause of issues to ensure continuity in delivery of true customer value, by involving suppliers in setting priorities and conducting joint problem solving activities.

By ensuring end to end process integration, Softronic CRM aims to help you in building stronger relationships with key strategic suppliers so that superior customer service is delivered to your end customer.

## Dashboard

### Key Performance Indicators (KPIs)

By specifying KPIs that you wish to manage and setting their targets, Softronic CRM provides you with Trend Analysis to ensure you are on track towards target. A distinctive feature allows managers to allocate target realization responsibilities to individuals within the organization. These individuals may also enter their analyses in the system by defining various problems, specifying corrective measures, and recommending policies to avoid recurrences.

Softronic CRM allows you to manage your KPIs in the following areas:

- a) Relationship Management – both customers and suppliers
- b) External Sensing – Complaints, Customer Satisfaction / Loyalty Measurement, Contact Centre Feedback
- c) Internal Sensing and Relationship Management – Internal Employee Satisfaction, Inter Departmental Relationship Management
- d) Customer Facing Staff

# Modules & Features

CRM

## Activities

In order to ensure that you are always on track in follow ups and customer commitments, Softronic CRM offers a personalized dashboard which gives you alerts related to your planned activities.

Therefore, Senior, Middle and Lower Management may configure the dashboard according to their priorities and needs.

## Customization

### Label Customization

Softronic CRM lets you change the names of any field and menu label to match the terms you utilize within your organization most often.

### Field Level Customization

Softronic CRM allows you to customize any form by adding any field that you wish to use. This feature is available on all pages, saving you from incurring significant time and expense.

### Product Customization

In addition to the stated customization feature, Softronic CRM also offers field level customization with respect to specific products. Eg. Your organization may have two products, 'Deposits' and 'Loan'. Both may have some unique product specific input requirements. It is to this extent that customization is handled in Softronic CRM. The best part is, all this can be managed through the Graphical User Interface, without any need of programming.

# Modules & Features

CRM

## User Defined References

Furthermore, Softronic CRM also allows you to create your own reference setups, making the system highly flexible in meeting your requirements. Eg – You may want to enter Cities on the Opportunity Screen. Instead of typing it every time, you can create a reference, where all Cities may be created once, so that you wouldn't need to enter again, and reports may also be extracted based on the City criteria now.

## Implementation

- Detailed and interactive workshops will be held to build capabilities of your Work Force
- Identification of your Key Performance Indicators
- Completion in a short span of 3-6 months, where competitors take twice the time.

# Why Softronic CRM

# CRM

Leaving aside the features of Softronic CRM, Softronic is offering a package no other Software Provider is offering. Working together with Mr. Ted Marra (Chief Strategy Officer, Sybrid), this will be an implementation experience where you will get unparallel value.

Some of the Salient Features which are not being provided by the competition are as follows:

- Customer Surveys
- Key Performance Indicators (KPIs)
- User defined KPIs
- User defined presentation of KPI Graphs
- Tailored Analytical Reports
- Integration with HR Systems to provide valuable analysis
- Graphical User Interface (GUI) Based Customization
- Competitor Analysis
- Email feature without requiring any license for Ms. Outlook
- Unique Implementation Process
- Multiple learning events to enhance user capability.
- Executive Briefing



**SOFTRONIC**

# About Ted Marra

CRM

## Total Industry Experience

- 3 years as full time university professor (mathematics)
- 35 years of business experience
- 25 years in management consulting , training and development in almost all countries from Africa to Japan
- Assisted over 100 of the world's largest global organisations in all products and service areas as well as the public sector
- IBM, Xerox, Shell, DuPont, RBSG, TietoEnator (software), Electrolux, Johnson & Johnson, Boeing, Rolls Royce, Ministry of Defense (U.K.), Nortel, Citibank, Motorola, Siemens, Hackensack University Medical Centre, Volkswagen, Anglo-American, Colgate-Palmolive, Airbus, Parco, Total Petroleum, Stora Enso, Sonoco, Milliken, Eastmann Chemical, British Telecom, WellMark Blue Cross and Blue Shield, Kesko, An Post (Ireland)

## Current Position:

- Chief Strategy Officer, Sybrid

## Previous Position:

- Past President/Owner MQI, Boston
- Past Director/Owner, Centre for Innovation Management Europe, U.K.
- V.P. Walker CSM, Indianapolis
- V.P. TARP Washington, D.C. and Kansas City, Missouri
- Sr. Manager Strategic Business Planning, Goodyear
- Manager, General Motors Worldwide Product Planning Staff
- Public Sector: Senior Policy Advisor, U.S. Federal Government (Reagan Administration)

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