

Business Process Automation

Automate Success



Why CRMnext?

CRMnext is the next generation hosted software solution that allows you to manage customer relationships more effectively, resulting in higher business efficiency and boosting profitability.

Instant results: Simple to use, easy to rollout with a feature set designed to provide quick results and accelerate ROI.

No Upfront Costs: Just pay \$65 per person, per month. No Software to install, no hardware to buy, no maintenance costs, no expensive upgrades to worry about.

Fully Managed, Fully Secure: We manage all aspects of the solution, so that you have freedom to concentrate on your business.

Best-in-class CRM capabilities: A solution that offers the most complete feature set in the industry.

Superior Analytics: Powerful analytical capabilities to ensure you get deeper insight and actionable intelligence.

Wireless Access: Stay connected when on the road with the wireless edition.

Multilingual & Multi currency support: Enables companies to work in a global village.

Smart Integration Capabilities: Extend & Integrate with existing solutions using powerful SOAP/XML web services interface.

Business Benefits

Enforce Business Processes: Design and implement custom businesses processes (simple or complex) with ease. Standardize your workflow, ensure adherence to procedures and eliminate ambiguity, resulting in better focus and productivity.

Boost Revenues: Study and implement the selling methodologies of your best sales representatives or deploy industries leading sales methodologies to boost performance and achieve targets.

Drive Business Efficiency: Define process framework to streamline workflow, standardize procedures, measure progress and provide feedback. Achieve lower turn around times for deal closures and issue resolutions.

Drive Quality: Map and implement the processes essential to achieving your certification (ISO: 9000, CMM Levels, etc) using CRMnext's process designer.

Smoothen Inter-Departmental Coordination: Eliminate procedural bottlenecks and ensure cooperation by defining multi-department based workflows.

Employ Value Drivers: Define and enforce business processes to leverage your value drivers, empowering your workforce to contribute to your business objectives and increase profitability.

Standardize Measurement: Measure progress more accurately across teams by standardizing the processes and the stages that make them. Define probability association with each stage and eliminate human "gut-feel" from forecasts.

Key Features

Process Management: Define and manage multiple processes with ease. Optimize each process by designing it to match the specific selling needs of the products and teams. Choose between simple or complex processes to create effective custom business processes. Simple processes are rudimentary in nature and don't impose any restriction on which step to take next (as shown in Exhibit I). Complex processes are similar to defining flow charts that restrict the next steps based on the outcome of the current one.

Process Designing:

CRMnext offers an advanced process designer that allows you to map simple or complex processes easily. Define the business probability associated with each step; instruct the system to enforce it or simply use it as a guideline. Mark your working days to allow the process to automatically shift and schedule tasks accordingly. Define processes that work across different departments and require ownership changes. Configure processes to generate default tasks at relevant steps to guide and standardize action. Instruct the processes to generate smart alerts to provide feedback and measure progress. All this without requiring any engineering or IT support.

Custom Reporting & Analytics: Get insight into your business performance using a host of standard reports or create your own using a simple and easy to use, report designer. Evaluate your process performance based on real-time reporting. View dashboards that pull information from multiple sources to get

a better overview, drill down to identify and eliminate bottlenecks and increase the efficiency of your process.

