

Marketing Automation

Measure & Drive Marketing Performance



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

Measure Campaign ROI: Trace sales revenues back to the campaigns of their origin. Justify your campaign expenses, with substantial data to back it up.

Maximize Campaign Effectiveness: Track and analyze your campaign performance in real time with integrated sales and marketing functionality. Optimize your expenses based on historical review of campaign performances.

Generate Quality Leads: Tune your campaigns to generate more quality leads based on the insight you gather. Increase your lead qualification rate by spending on campaigns that actually work for you.

Handle Leads Effectively: Use automatic lead assignment to ensure that the right lead is assigned to the right person, accelerating lead conversion. Streamline leads from multiple sources (emails, website, phone calls, etc) and ensure that every lead is followed up on time and does not get ignored.

Better Your Market Segmentation: Segment and maintain your customers more efficiently with integrated list management capabilities. Analyze customer information to generate more targeted and personalized messages for each market segment.

Deliver Consistent Message: Define standard communication templates to ensure that customer related communication is consistent with your marketing message, across various departments (Sales, Operations Service, etc).

Key Features

Campaign Management: Plan, and manage all your campaigns (offline or online) from one central location. Track response in real-time across various channels using integrated sales and services functionality. Fine-tune your campaign activities based on the number and quality of response they generate. Use powerful customization capabilities to track company specific information like list source promotion code, discount rates, etc.

List Management: Use powerful list management capabilities to segregate leads and contacts based on key features and demographics. Email or export up to date lists to partners and agencies, with a single click.

Campaign Response Tracking: Track the responses generated by your campaigns by mapping each lead to a campaign source. Use automated web based lead capturing forms with embedded campaign codes for accurate and effective response tracking.

Lead Management: Capture leads automatically from the website, import them from various sources, or simply enter them yourself. Set custom rules to route leads to right teams or sales representatives. Track and analyze their progress throughout the sales pipeline.

Account & Contact Management: Provide and maintain a centralized repository of customer and contact information to facilitate collaboration between various departments. Track the entire customer interaction including emails, sales call, activities, notes service requests, case resolutions, history and more.

Email Marketing: Send and record mass emails to facilitate client communication support campaigns and increase leads inflow. Defined standard email templates to enable sales and services teams to send personalized communication consistent with your marketing message.

Customized Reporting & Analysis: 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. View dashboards that pull information from multiple sources to get a better overview, drill down to identify and eliminate bottlenecks.

CRMnext
smart. easy. complete

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