Mavin CRM

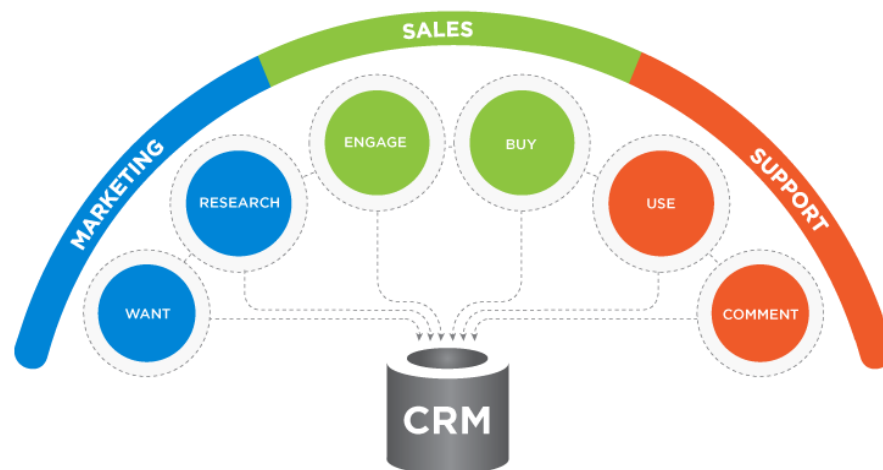## CUSTOMER RELATIONSHIP MANAGEMENT

Introduction

What is CRM?

CRM is an enterprise wide business strategy designed to learn about customer's needs and behaviors to organize and manage Customer relationships to maximize profitability and minimize expenses. A well planned CRM can be viewed as a strategic process merging strategy and system to amalgamate information from across the company (sales, marketing, finance, accounting, etc.) to offer a complete view of the customer and develop stronger relationships with them. Information gained from all internal and in some cases, external, sources allows the company to complete a full 360 degree view of their customer in real time.

Do you need CRM?

You need CRM when it is clear you don't have an accurate view of who your customers are and what their needs or desires are or will be at any given stage in their lives. If you are losing customers to a competitor, that's a clear indication that you should improve your understanding of your customers.

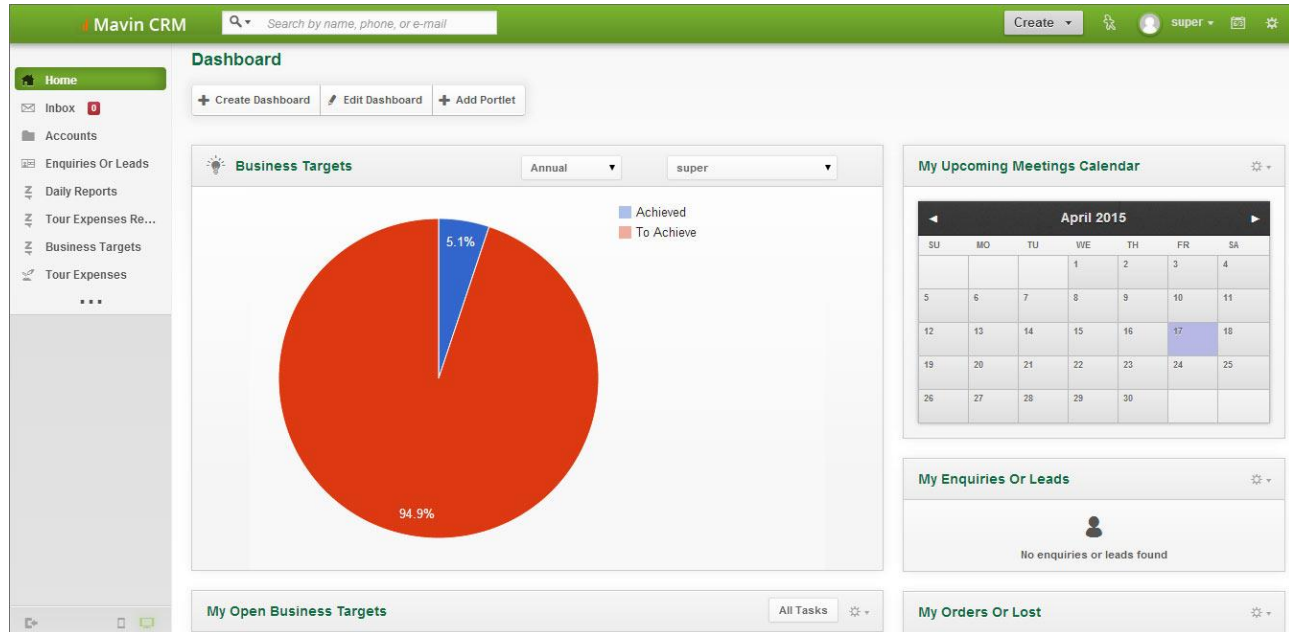A CRM system has one central system where all the information is collected and stored in one location.

What are the benefits of CRM?

- ✓ Better Sales and Marketing management
- ✓ Optimizing Sales and Marketing costs
- ✓ Offering better customer service
- ✓ Cross selling products more effectively and quickly
- ✓ Helping sales staff close deals faster
- ✓ Retaining existing customers and discovering new ones
- ✓ Building a relationship with your customer
- ✓ Competitor analysis

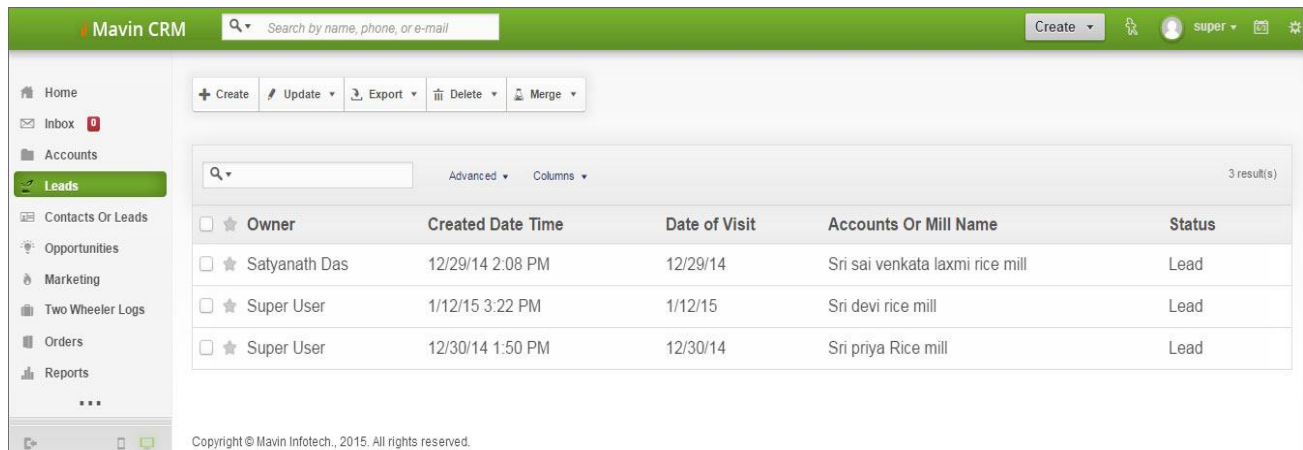# Modules/Components of Mavin CRM

Dash Board

Mavin CRM Dash Board enables you to full control over all/any widgets that simply you can drag & drop and maintain your favorite widgets.

Lead Management

Mavin CRM assures the leads acquired from your marketing initiatives are distributed and handled immediately, with the system providing alerts; follow up tasks and territory assignment through lead workflow guaranteeing your prospects do not fall through the cracks.

Account Management

Mavin CRM maintains a company summary page, allowing you to quickly and easily review basic client, prospect or partner information This allows you and others within your organization can quickly view the latest communications, sales opportunities and support activities. The Mavin CRM system allows for easy reviewing and sharing data across the enterprise with comprehensive account management by tracking the unique communication, marketing, opportunity, support cases and detailed company information, even tracking all contact specific documents in the company level library.

Opportunity Management

Mavin CRM enables the tracking of sales from lead acquisition to post-sales care and every stage in between. A well developed Mavin CRM System can be customized to fit internal sales procedures and processes, making it easier to monitor sales pipelines. Mavin CRM has implemented systems with built in Quote, Order Entry, and Product inventory capabilities - making it easy for sales professionals to create, contain, and progress opportunities within Mavin CRM. With standard templates all proposals and quotes can be delivered to prospects in your preferred corporate format.

Contact Management

Mavin CRM provides comprehensive contact management by tracking the unique communication, marketing, opportunity, support cases, and detailed contact information and related documents.

E-mail Management

Enhanced Outbound e-mail processing allows users to send e-mails from multiple areas in Mavin CRM and create standard, re-usable e-mail templates. These e-mails can be sent using Mavin CRM's built-in email manager, using Microsoft Outlook or other SMTP email clients and are stored for reference within the Mavin CRM system.

✚ Reporting

A well built Mavin CRM system will have a multitude of standard and custom reports, along with an easy to use report writer. The ability to drill down on sales wins and losses, marketing efforts or customer care issues is critical for analyzing a company's sales successes and failures. With Mavin CRM sales reporting, sales users can focus on the business most likely to close, and therefore shorten sales cycles.

✚ Sales Expenses Management

Mavin CRM provides comprehensive sales expenses management that keeps records for Tour Expenses for all customers.

Products

Products module in Mavin CRM describes users to list out the all products of company, that includes Product Code, Product Name, Product Description, Selling Price and etc.,
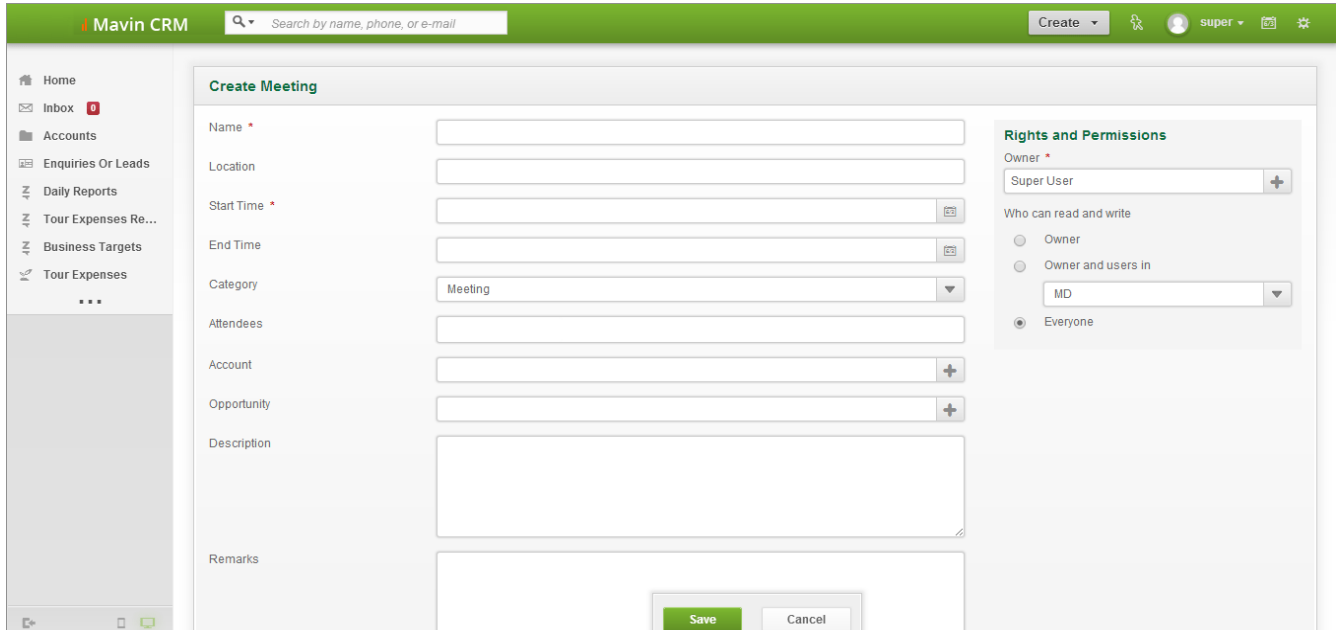

Sales Orders

Mavin CRM Sales Orders module describes that complete details about particular product sale. These details includes product purchased by whom, total order value, discount of the product, payment date, payment dues etc.

✦ Activity Management

Mavin CRM provides users comprehensive calendaring capabilities to track all tasks and appointments. With CRM, the calendar conveniently integrates to your Microsoft Outlook calendars. Which allows tasks, meetings and appointments to be easy to schedule and monitor throughout the company. This allows users to set appointments and centralize all company communications and employee interactions with every one of your customers.

✦ Marketing

Marketing automation is the use of software to automate marketing processes such as customer segmentation, customer data integration, CDI, and campaign management. The use of marketing automation makes processes that would otherwise have been performed manually much more efficient, and makes some new processes possible. Marketing automation is an integral component of customer relationship management. Some aspects of marketing automation include:

❖ List Management

Our Mavin CRM includes an advanced target lists feature: The ability to create and update company, person and lead contact lists to any marketing department. Mavin CRM can help accomplish this quickly and easily through simple point-and-click list management.
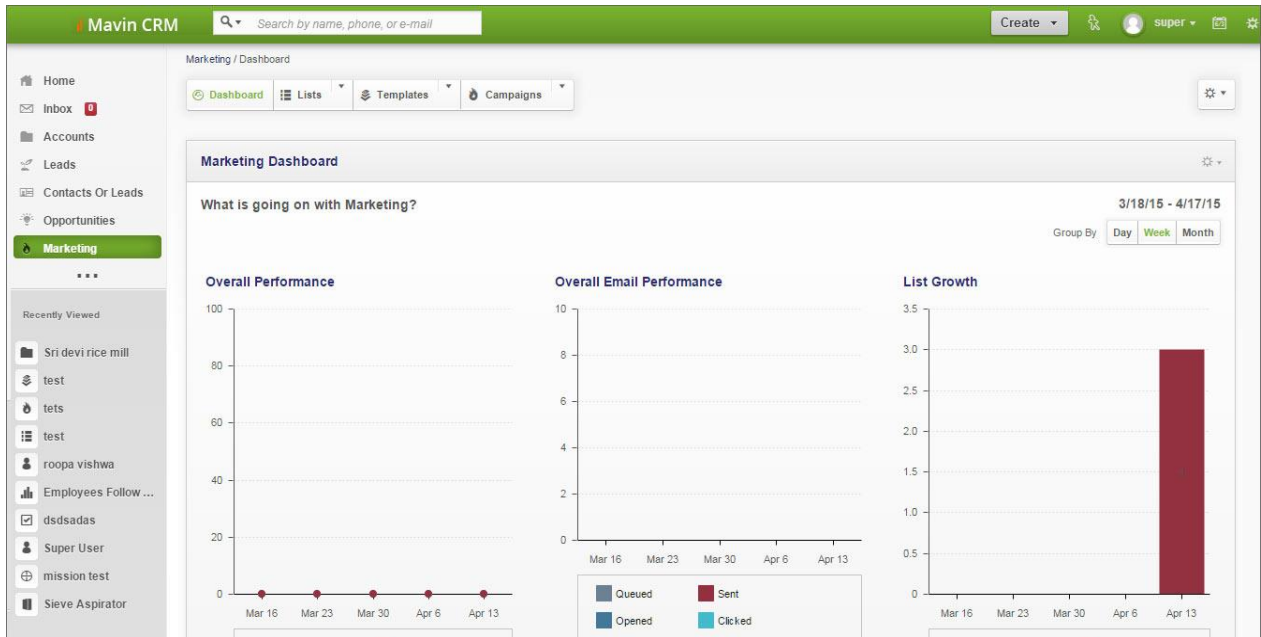
❖ Campaign Management

Use Mavin CRM to design, budget, modify, track and analyze your marketing activities. Mavin CRM provides the groundwork for an easy-to-use marketing automation system that helps you track the effectiveness of all of your marketing programs.

❖ **Dash Board Analysis**

Budget vs. cost analysis can easily be created through Mavin CRM's built-in reporting engine.
You can view the sales produced from particular marketing activities in real-time to easily monitor the effectiveness of all your marketing initiatives.

⊞ System Administration

With Mavin CRM, workflow is quickly and easily designed to automate your company's unique business processes.

- ❖ Alert Sales staff when opportunities reach a certain stage
- ❖ Create "thank you" letters for customers who purchase your products
- ❖ Send e-mails when marketing activities reach a pre-defined response rate
- ❖ CRM's flexible customization engine allows you to easily edit and extend your system fields, screens, lists and tabs.
- ❖ User profiles enable CRM administrators to design the system's overall security model, allowing users access to only the information that is pertinent to them in their organizational roles (sales, marketing, and more).
- ❖ And much, much more…

Ready for Mavin CRM?

Is your company ready for Mavin CRM?

Ask yourself and your company the following questions to help determine how CRM could benefit you.

- ❖ Do you know your selling costs?
- ❖ Do you know your marketing costs?
- ❖ Do you know your customers?
- ❖ Do you know your competitors?
- ❖ Do you have one central system running your business?
- ❖ Do you have separate systems for sales, marketing, etc?