

# Move Seamlessly from Sale to Service



**FOCUS** CRM

Focus CRM gives you a snapshot view of your customer, giving you information on demand and the insight your sales teams need to maximize every customer interaction. It provides a central platform enabling you to analyze, plan, develop and deploy marketing activities.



## BENEFITS

- Enables you to deliver an outstanding customer experience
- Generate insight on customer behavior for your sales team
- Track effectiveness of activities and campaigns
- Facilitates collaboration between team members
- Comprehensive reports help you make informed decisions

## KEY FEATURES

### Pre-Sales

- Allows user defined sale stages
- Tracks prospects through lead generation, prioritization, distribution and follow-up processes
- Provides sales forecast and trends reports
- Manages shared tasks, calendars and appointments
- Allows multiple and parallel opportunities of contacts
- Generates complex price-quotes

### Support Tracking

- Facilitates online support services
- Automatically allocates calls at customer service centers and escalates calls depending on customizable parameters
- Gain valuable insight through list of most frequently serviced products and most frequent customers
- Warranty and contract tracking

### Marketing Campaign Management

- Provides invaluable insights for developing a marketing campaign and evaluates effectiveness of campaign activities