

**SOFTONE** | CRM

Your customers  
at the center





## Get to know your customers!

In today's challenging business environment, **best-run companies** are staying **focused** on their most valuable assets, **their customers**.

The effective management of customer relationships lies now at the heart of every corporate function.

Your business needs to stay connected to its customers at all times, offering them better services at lower cost. But, how well do you and your executives know your customers?

# SOFTONE CRM: Empower your sales team

SOFTONE CRM is a solid business solution that gives you the ability to connect and understand your customers. It is an all-in-one business solution that fully automates all customer service, sales and marketing procedures.

It brings together your customers information in one place, enabling your executives to leverage that data for resolving support issues and efficiently manage orders, payments, leads and sales opportunities.

Optimized specifically for SME's, SOFTONE CRM is easy to use and quick to deploy in the **cloud or on-premise**. It assists your business to maximize the value of every sales opportunity and deliver an outstanding customer experience every time.

## SOFTONE CRM Modules

- ◆ Contacts – Accounts
- ◆ Sales activities
- ◆ Sales opportunities – leads
- ◆ Offers and orders
- ◆ Salesperson /collectors management
- ◆ Campaigns
- ◆ Customers support requests

SOFTONE CRM offers everything your business needs to execute targeted and cost-effective marketing campaigns, improve sales performance and increase customer satisfaction.

Your company's executives can now:

- ✓ respond more quickly to their customer needs
- ✓ access information for quicker and better decision making
- ✓ carry out their jobs in a more flexible manner
- ✓ improve the level of customer support
- ✓ turn easily more leads into sales


**Extensible, configurable** and **easy-to-use**, SOFTONE CRM allows you to streamline your sales and marketing processes so you can spend more time selling your products and services.

# Connect with your customers from anywhere!

The ability to access customer's information on the go, can help your business stay one step ahead of its competition and offer an even greater customer experience through your mobile workforce.

SOFTONE CRM is offered as a **Cloud-based** subscription service (**Software as a Service**) that brings stronger customer relationships. It delivers real-time functionality, enabling you to connect and strengthen existing relationships as well as create new sales opportunities **from anywhere**, using **any mobile device**.

Utilizing the key attributes of the **Microsoft Windows Azure Cloud platform**, SOFTONE CRM helps your business efficiently manage existing and prospective client relationships, reduce its operational cost and increase its customer satisfaction.



With **SOFTONE CRM**, every business can now achieve significant operating cost savings and at the same time increase:

- ◆ the **productivity** of its people
- ◆ the **efficiency** of its operations
- ◆ the **quality** of its offered services
- ◆ the **degree of satisfaction** of its customers

# SOFTONE CRM at a glance

Two-way integration with MS Office, Gmail, MS Office 365 for contacts, activities and emails

Preset modules for managing your daily operations such as calls, meetings, email (MS Outlook import-export), general tasks

Complete contact and account management

Manage and transform leads into sales opportunities

Integrated management of sales opportunities

Management of scale for closing probabilities

Detailed activity monitoring for sales team

Pipeline reporting

Customer's lists and groups and potential customer's lists and groups

Automated implementation of promotional activities

Support of multiple type of promotional activities

Analysis for the efficiency of sales opportunities and of promotional activities

Design of questionnaires and management mechanism for responses

Detailed monitoring of every contact with each customer, (eg. phone, fax, email, sms, etc.)

Complete monitoring for offers along with the ability to create new offer based on a precious offer (new-version-offer)

Flexible monitoring and of all important elements such as sales stages, competition, recommendations, partners, resources, persons involved, estimated time and revenue, probability of success, etc.

# SOFTONE

**SOFTONE Technologies** was founded in 2002, focusing on the development and marketing of innovative business software products and services.

Its mission is to offer integrated business software solutions that will satisfy any operational requirement, create competitive advantages and contribute to a company's growth in today's complex business environment.

The people of **SOFTONE**, acclaimed in the IT field and with extensive experience and expertise, continuously develop the **SOFTONE** products, so that they are always up-to-date, and stand out for their innovation, completeness and effectiveness.

At **SOFTONE**, we believe that business software can become your ally, but also an inspiration for your business activities! **SOFTONE CRM** is the perfect example. Discover its value!

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