

ECOSUN CRM/PRM

A popular system for customers and business partners' relationship management. Increases efficiency and quality of business processes and improves communication



FOR A SUCCESSFUL SALE AND CUSTOMERS' SATISFACTION

BUSINESS PROCESS UNDER CONTROL

EcoSun CRM/PRM is a favourite system for the central evidence of customers, suppliers and other business partners and for the effective management of business communication with them. The system's advantage is its usability during the first business or marketing activities, usually resulting in the initial contact with potential clients and partners. The next step – the long-term targeted communication with them, is particularly important in the business process and requires a very close attention.

Therefore, the EcoSun CRM/PRM is a very effective aid at this stage, as it records the entire business relationship history in detail and helps efficiently to manage business opportunities. It enables to continuously follow the activities of each department, monitor the fulfillment of given tasks and evaluate the performance of business teams.





EVERYTHING IMPORTANT IN ONE PLACE

EcoSun CRM/PRM system enables to create and manage customers, suppliers and business partners' database with their addresses, telephone numbers, e-mails and other information. Contact details of key employees and a lot of other useful information are also part of the database.

FOCUSED ON EFFICIENCY AND QUALITY

EcoSun CRM/PRM improves the efficiency and quality of company's business activities. It also improves the communication with customers and partners and saves time when managing business opportunities and projects. At the same time, the system enables to continuously monitor the fulfillment of tasks given to marketing and sales department employees and evaluate their performance.



OVERVIEWS FOR MANAGERS THE EFFECTIVE WAY OF CHECKING

EcoSun CRM/PRM system is able to continuously monitor the sellers and business teams' activities, the number and status of unfinished business projects and statistically evaluate them. It is matter of course to be able to create your own management overviews.

ECOFLEX – THE UNIQUE ARCHITECTURE

EcoSun CRM/PRM system design uses an innovative architecture EcoFlex for adjusting its interface. EcoFlex is characterized by high flexibility and versatility. It means that users can adjust the design of their interface according to their own requirements.



SYSTEM FEATURES

- Bulk e-mailing support
- MS Outlook mail client cross connection
- CRM archiving business e-mails, documents and files into own database
- Calendar – scheduling and monitoring of activities
- Continuous monitoring of sellers' tasks fulfillment
- Sellers performance (number of activities) monitoring
- INFO*Centrum* - user's universal information window
- 3D*Filter* - filtering, searching and grouping of records by more criteria at once
- Full-text searching in records makes the work faster
- old products evidence – helps to manage warranty and post-warranty service
- Practical cell phone app for taking your work on the go
- 2N (Omega) switchboard support

TIP: The practical use of CRM/PRM

All the business records are centralized in the system and easily accessible in the network. So, the substitutability of coworkers is very SIMPLE with the EcoSun CRM/PRM!

WHERE IS CRM/PRM USUALLY USED

Each business entity seeks its growth and prosperity. Companies that are working fast, consistently and their main objective is to achieve their business partners' satisfaction become successful. The CRM/PRM system is a tool for an effective company's business processes management, which helps the user to reach those goals.

EXAMPLES OF USE

Here we present several typical examples of using the EcoSun CRM/PRM system, also with the list of specific features that are used the most in the given case. Naturally, the system offers significantly wider scale of useful features.

BUSINESS DEPARTMENT

- Customers/partners evidence
- Customers/partners communication records
- Offers, orders and contracts evidence
- Allocating business opportunities to sellers
- Progress and deadlines monitoring
- Placement of individual tasks to sellers, checking up their fulfillment
- Long-term planning of sellers' activities
- New and finished tasks notifications
- Expeditions terms, cartage and routes monitoring (if linked to offers and invoice module)
- Sales statistics
- Management reports

CUSTOMERS' PROMINENT CARE

- Evidence of products delivered to customers – planning their service, maintenance, complaints solving, after-sales care
- Bulk e-mailing support – possibility of contacts filtration/selection for targeted sending of e-mails with news (newsletters)
- Sellers' tasks planning and monitoring
- New and finished tasks notifications
- Sales statistics
- Management reports

MARKETING DEPARTMENT

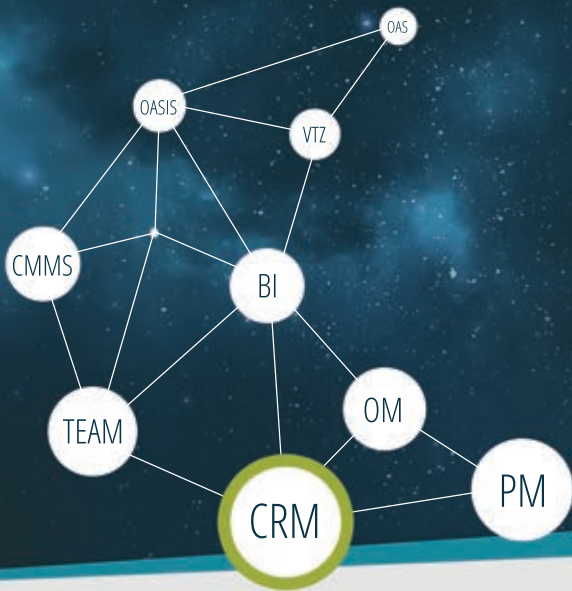
- Potential customers/partners evidence
- Sorting of customers by chosen criteria
- Targeted sending of e-mails support - possibility of contacts filtration/selection for targeted sending of e-mails with news (newsletters)
- Telemarketing support with the possibility of contacts filtration/selection
- Planning and monitoring of marketing department tasks
- New and finished tasks notifications
- Management reports

PURCHASING DEPARTMENT

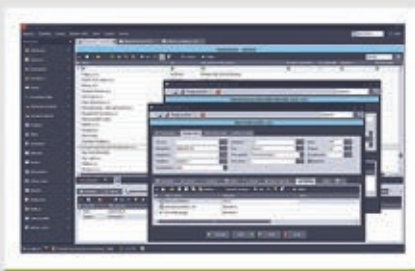
- Suppliers evidence
- Communication records of merchants with suppliers
- Received offers evidence
- Contracts and delivery terms evidence
- Evidence of product orders intended for a retail store
- Evidence of material item orders intended for the production
- Delivery date monitoring
- Planning and control of the tasks / activities of the purchasing department staff
- Sending notices of new tasks and termination of existing tasks
- Management reports

CONNECTIVITY TO OTHER ECOSUN MODULES

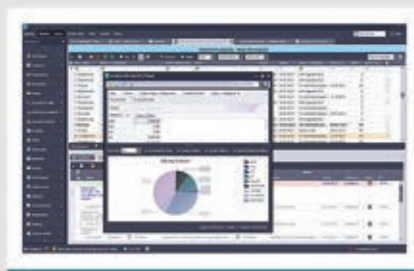
Possibility to connect CRM/PRM module to other EcoSun modules and create a multipurpose information system.



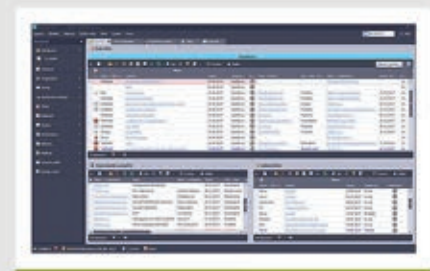
DESIGN THAT YOU WILL APPRECIATE



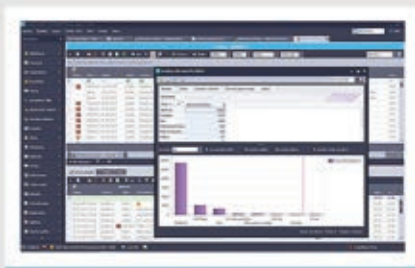
The contact cards of customers, suppliers and business partners.



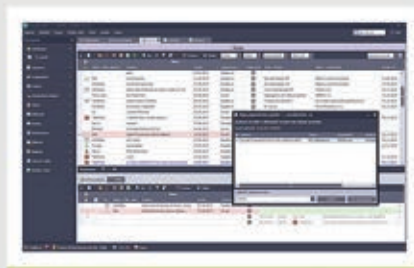
The evidence of business opportunities and cases, the graphic reports.



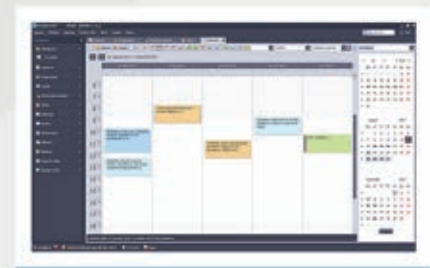
The personal INFO center with My tasks, My cases, assigned tasks.



The analysis of business activities.



The alerts in advance of due dates.



The view of planned calendar activities.

10 FEATURES ESPECIALLY APPRECIATED BY IT ADMINISTRATORS

- All EcoSun modules form one ecosystem; the basic module interfaces are already included in the system.
- Software can use various database servers, such as MS SQL, MySQL, Firebird, and others.
- Data loading is performed in batches; therefore, the display speed on the user's monitor is not slowed down with even a bigger number of records in the database.
- The user settings of displaying data from the database in the spreadsheets (selection, order and column names, data format, editing lines, and sorting).
- Content settings and display of entry forms can also be done in groups or individually for each user.
- The system allows for individual customization of standard print compilations or the creation of custom compilations.
- All associated database columns are available when viewing data and creating custom print compilations.
- When exporting records to MS Excel, all current views and user settings are downloaded (selection, sequence and column names, data format, editing lines, sorting).
- All EcoSun modules enable to load and display recorded data in the form of a PivotTable, allowing the user to create their own views.
- Emails, documents and files associated with a business case are stored in a separate CRM database. You will appreciate this feature especially when you choose to delete or archive old emails, documents and files from the central corporate database. With EcoSun CRM/PRM, you will never lose historically valuable business information.

