CHAPTER – II

CRM SOFTWARE PACKAGES
2.1 INTRODUCTION

Customer Relationship Management (CRM) is one of the IT sectors’ strongest growth areas in recent times. However, as the economy contracts, CRM software vendors and consultants may be in for the rockiest ride of all. The word inside the industry is that it is getting more difficult to secure long-term commitments from companies on Consumer-to-Business communications projects. Because financial protocol dictates that in an economic downturn businesses should curtail outgoing expenses. There is a fine line between trimming the fat from corporate overheads and severing the arteries that support cash flow.

In some respects, it is hardly surprising that CRM has been one of the first areas of IT spending to come under heavy scrutiny. With several big names wading into the market recently, seen what happens when software developers and ‘solutions providers’ try to cram too much into one area.

CRM has become an almost meaningless acronym used to encompass everything from call center software packages to email marketing campaigns. Worse still, many of the big players have sought to squeegee all of these disparate elements into one colossal package. With a great deal of time and money spent, most companies now realize that this type of approach is usually very slow and poorly focused.

One of the greatest stumbling blocks of most so-called CRM packages is that they are simply too big and cumbersome by design. By the time that they are conceived, programmed, configured, installed and commissioned, the company’s needs have changed and the software is outdated. To overcome this problem, companies need to be more specific when defining the parameters and objectives of their CRM strategies. The best way to do this is to divide CRM into more manageable sub-groups and then specify that modular software be deployed.

Software based on a modular configuration allows companies to progressively update their CRM system. It is a step-by-step approach that allows customer-facing areas of the business in most dire need of attention to be seen to first. Other, less critical customer service initiatives can simply be attended to at a later date.
Modular software, which is supplied by a vendor that is prepared to work with the client, makes all the difference, particularly in challenging times when return on investment is paramount. With this approach, companies are able to prioritize their CRM expenditures. While providing greater flexibility, modular software also enables companies to plug-in or removes elements of the Customer Management solution that are relevant to different business units. This enables each business unit or department to specify and receive exactly what it needs. An accounts department, for example, may require CRM software that interfaces with transactional database systems.

A unitary design is also the closest one is likely to get to a future-safe solution. As modules become redundant, they can simply be detached, upgraded, and re-implemented. When this happens, downtime is rarely an issue as other, unaffected elements can operate autonomously and remain live. Few businesses that remain static survive. Products and services change and so too do communications techniques and customer expectations. For a business to grow, it is important that its CRM system has the capacity to change with the company.

2.2 ENTERPRISE-WIDE CRM

In modern business, CRM is no longer just the concern of the call center. Servicing customer requirements is quickly becoming the responsibility of every individual within the organization.

And as the recession bites, it is likely that businesses will continue to flatten their corporate structure, increasing their customer-facing surface area. For the ensuring communication to be effective, staff must be equipped to deal directly with customers. In most cases, it will be imperative that staff has the appropriate customer service records and details of past correspondence at their fingertips.

Collectively, US companies have poured billions of dollars into new call center technologies, new equipment that is designed to help them ‘manage’ their customers better. For the most part, these technologies have ushered in real improvements. Automated information services and instant access to customer databases have produced more slick and efficient help desks.
There are many shining examples of organizations that have used new CRM technology to bring their call centers up to speed with the demands for information and services made by today's customer. For many organizations, however, this transition is still very much in progress.

To build and enhance relationship with customers, the first step is to recognize that communication is an ongoing process. Any given customer may have cause to contact an organization on several occasions. Perhaps the customer initiates communication with an organization on several occasions in one day; perhaps this discourse is more sporadic and spread over a longer time frame. Whatever the case, it is likely that several staff members will come into contact with the same customers.

Searching and Establishing the Business Parameters of CRM
Customer Relationship Management (CRM) represents a powerful and sophisticated set of software applications that are designed to leverage the efforts of customer-facing functions such as sales, marketing, and customer service. The CRM industry continues to flounder due to high costs and perceived high failure rates. Despite thousands of pages of analyst reports and hundreds of books written on the subject, the industry and the end user community appear to miss the point that the technology has outpaced the development of a management strategy to use it. Experience has shown and statistical research verifies that success comes when senior management is directing the effort with the right level of leadership. If the industry wants to reduce the "road kill" of failed projects and help user organizations get on track, it needs to adopt a new set of best practices that will lead to economic success and prosperity for the industry.

"What is CRM?" the literal answer is, "Customer Relationship Management," but that doesn't really convey much in terms of what all CRM does for a business. This CRM definition is too narrow to really explain everything the system does if it is working to its fullest potential and is user-friendly enough to expand and grow as a customer-client relationship changes and grows.
CRM in the broader sense encompasses not only customer relationship management itself but how customer relationship management is handled and the most important elements of a CRM program that are essential to its being successful. The range of CRM software options vary from those that provide simple customer tracking and live chat capabilities to the more complex CRM solutions that can integrate all of the customer relationship data an enterprise has on each client past, present and future in a dynamic information data network.

2.3 CRM SOFTWARE PACKAGE

If there's an ideal CRM software package that works for every company and every situation, it hasn't been discovered yet, simply because every company has slightly different needs for their customer relationship management needs as well as software implementation.

In general, however, when looking for strong CRM software package there are a few things to keep in mind. If a company shopping for a CRM package, try to forget about the initial price tag at first and focus on the adaptability, usability and integrity of each system you evaluate as it relates to particular needs. If an organization wants to customer service to have ready access to changes in customer spending habits and an opportunity to offer new product options based on these records, make sure this capability is built into the software. Customization down the line will be time-consuming and expensive if they have a primary goal, make sure it is standard in CRM software package.

If an organization will have to re-enter all databases such as client names, addresses and phone numbers, this will significantly increase the amount of money spend in the long run. Make sure that the organization can either integrate smoothly or import all information needed flawlessly.

The best CRM software package would be optimally functional across all platforms and have its own customer support backing.

- A CRM software provider that has partnerships with other vendors for support in the event organization needs it for integration of platforms.
• Extensive training from certified CRM software technicians through the process of setting up, using and training others on the system.

• Full data migration capabilities to and from all programs in current use to the new CRM software.

• Offsite server storage backup for all information in the CRM system for added security.

• A toolbox for organization programmers for customizing templates for company use this will save huge amounts of time by eliminating the need to write custom codes from scratch.

• Either in-house consultants or a choice of contracted consultants they recommend.

• A CRM software package designed by a company familiar with specific industry and its structural needs.

The best CRM software packages enable customer service representatives to review the account information of each client or customer when they are talking to him or her and immediately understand something about that person’s needs, wants and spending patterns.

Many companies by CRM software with a goal “to improve customer relations,” which is not a clear business goal! The company should have a very specific, well-defined objective that CRM software solution can address, and company should have developed a formal objective before company went shopping for a solution. Retaining customers? Improving the size of current customer portfolios? Penetrating a new market niche? Reduce customer complaints? Improve customer repair response? Determine what it is company wants to focus on as a goal, and then choose CRM software solution based on how it will address it.

Finally, implementation of a new CRM program requires proper management support and effective training. That means that management must be behind it one hundred percent, and not have “head in the sand” approach where they determine that “that’s for customer service”. Second, training is essential and must encompass the
organization to ensure that all levels of personnel will embrace the new system and understand the genuine need for it.

**CRM software options for small and medium sized businesses**

For small and medium businesses, the most common customer relations management software request is for anything that enhances online communications and improves the time between a customer complaint or question and resolution of the issue for them.

For many organizations, there are software solutions that can be purchased or downloaded to be used through their Internet website for basic services such as online customer support through live chat and customer assistance with online purchasing that is both efficient and relatively inexpensive. If an organization need is primarily to improve sales volume, improve response to customer questions and complaints and to make company website more personalized, look into these solutions that are at the lower end of the price spectrum.

CRM software, whether on a monthly user basis or purchased outright and downloaded onto company own server, will make serving and understanding clients and customers a more productive experience, and will all be happier for it.

It is necessary to assess the capabilities and technological features of different packages offered by software vendors and consultants. Some of the CRM software packages are discussed below.

**2.4 SAP CRM**

**Features and Functions of SAP CRM**

SAP Business Communications Management software, together with SAP CRM, allows organizations to create communication-enabled business processes by integrating multi channel communications with all customer-facing business processes. With SAP Business Communications Management, organization can manage resources across functions and locations, leverage corporate know-how, and give the customers a smooth, consistent experience across all avenues of contact,
including voice, text messaging, Web contacts, and e-mail. It can also build and manage new processes and virtual teams that bring together the right people, knowledge, and technology to meet customer needs effectively, efficiently, and at low cost.

SAP Business Communications Management enables key business processes, including:

**Running an inbound contact center**
- Run a single or multi site inbound contact center to respond to customer inquiries.
- Give agents no matter where they’re located full access and control over communications functions via Web-based tools.
- Give managers the real-time monitoring, reporting, and quality analysis functions they need to make better business decisions, continually improve agent performance, and support long-term process development.

**Running an outbound contact center**
- Plan and execute outbound telesales, telemarketing, and proactive customer service programs efficiently and effectively, across all locations.
- Minimize redundant work by combining disconnected outbound-calling initiatives into a single, networked operation.
- Give managers the real-time monitoring, reporting, and quality analysis functions they need to make better business decisions, continually improve agent performance, and support long-term process development.

**Enterprise-wide communications management**
- Provide an all-IP communications foundation for communication-enabled business processes across the enterprise.
- Provide enterprise-wide IP or Voice over IP (VoIP) telephony for everyone who needs it from any network-connected workstation, terminal, or mobile phone around the world.

**Reporting**
- Monitor and manage the communications in real time.
- Adjust communication-enabled business processes as needed and manage multiple locations as a single entity.
• Give the organization a combined operational and business view of all communications and contact center operations.

**Interactive Voice Response (IVR)**

• Provide automatic voice response to customer inquiries or gather information for intelligent routing of inquiries.
• Allow customers to respond by touch tone, obtain or leave information, and, if needed, connect to the appropriate contact center agent.

**SAP Business by Design Technology:** SAP Business by Design will be offered with on-demand delivery. SAP will host the solution and provide a scalable technology infrastructure, as well as built-in support and services.

**SAP Business by Design Software Modules:** Customer Service and Support, Sales and Marketing.

**2.5 ORACLE CRM**

A highly comprehensive yet fast to deploy CRM solution, Oracle CRM on Demand goes far beyond any other software as a service offering. Bring clarity to sales processes; build loyal, long-term customer relationships; accelerate productivity; boost call center efficiency; and derive customer intelligence. Oracle CRM on Demand can do all this and more leveraging an easy-to-use and highly tailorable solution offered at a predictable per user, per month price.

**Comprehensive Features**

**Sales:** Automate, simplify, and manage all the information sales organization needs with one comprehensive set of tools that drives pipeline and forecasting effectiveness while increasing the productivity of sales representatives.

**Service:** Build and retain customer satisfaction by resolving issues efficiently, thanks to consistent access to up-to-date information from across the organization. Continually improve service effectiveness across all customer touch points with a rebuilt hosted contact center, manage agent activity, and resolve bottlenecks.
Marketing: Transform the way market to customers with an integrated solution for managing, executing and analyzing campaigns to both increase the effectiveness and efficiency of marketing team and dramatically improve lead management and tracking.

Call Center: Make agents more productive and customers happier and more loyal with the only hosted multi channel support application that can be deployed in days, not months, and integrate with Oracle, PeopleSoft, and Siebel business applications- without upfront capital expenditures or integration costs.

Analytics: Make informed, intelligent decisions based on deep insight into business, thanks to the only on demand CRM solution with a pre-built data warehouse that allows to combine real-time intelligence with deep historical and comparative trend analyses.

Mobile: Gain "anytime, anywhere" access to key customer information with a powerful yet easy-to-use task-based application that increases the productivity and effectiveness of busy sales professionals on the road.

Integration: Focus high-value resources on business, not IT infrastructure, with the only On demand CRM solution that provides Web services support as well as prebuilt integration to Oracle business applications.

The Oracle Advantage
No other vendor's product can integrate with existing business processes and scale with as business grow the way it does, because Oracle CRM On Demand is based on secure, flexible, high-performing Oracle technology. Critical infrastructure components like the database, the middleware, and the hosting platform are exclusively Oracle, providing with single-vendor accountability, and more important, peace of mind.

Oracle has the services, expertise, and commitment to ensure success. And thanks to a continued investment in technology, Oracle CRM on Demand can meet needs today and support business as it grows and evolves.
Oracle CRM on Demand Services

Get just what want - whether its training and workshops to get started quickly; experienced, certified consulting professionals that supervise all deployment needs; or problem resolution that can count on 24/7. Oracle CRM on Demand offers a total solution backed by 12 years of CRM expertise to help deploy solution more rapidly and derive optimal results and return from CRM investment.

As the world's largest enterprise software company, Oracle created these service offerings by working with leading companies to identify CRM best practices and processes across multiple industries. As a result, one can trust Oracle CRM on Demand services to help make the right decisions about implementation, user adoption, performance, and ongoing analysis - no matter what challenges one can face. Oracle CRM Demand services include:

Comprehensive Training

Ensure the highest levels of usage and the best possible return on CRM investment with a broad range of training options, from self-paced welcome tour and Web-based courses to instructor-led training customized to the unique needs of the organization.

Professional Implementation

Oracle CRM on Demand's unmatched variety of professional services and consulting packages speed deployment with dedicated on-site or remote assistance, ensuring reach CRM goals and achieve measurable return through the life of CRM investment.

World-class Customer Care

For rapid problem resolutions, get 24/7 access to expert support professionals and online resources, as well as information on troubleshooting steps, solutions to common issues.

2.6 MICROSOFT DYNAMICS CRM

Advantages of Microsoft Dynamics CRM Software: Microsoft Dynamics CRM is customer relationship management (CRM) software used to create a clear picture of customers. Its sales, marketing and customer service modules drive measurable improvements, enhance relationships and increase profitability.
Microsoft Dynamics CRM Technology: Microsoft Dynamics Retail Management System offers small and mid-market retailers a complete point-of-sale.

Microsoft Dynamics CRM Software Modules: Microsoft Dynamics CRM Sales Solution, Microsoft Dynamics CRM Services Solution and Microsoft Dynamics CRM Marketing Solution.

Customer Relationship Management (CRM) software is a necessity in any modern business to give the edge over competitors. Microsoft Dynamics CRM software does exactly that, it manages customer relationships from initial lead right through to after sales activity.

Microsoft CRM is divided into three main sections. These sections share the same database whilst providing users with separate functionality.

- **Sales**: for management of sales processes
- **Marketing**: for management of marketing processes and mass communications
- **Customer Service**: for management of service processes

Microsoft Dynamics CRM has more than 400,000 individual users across 10,000 businesses in over 20 languages. Its ability to improve client retention and attraction has made it one of the fastest growing CRM solutions on the market.

Microsoft Dynamics CRM is bringing CRM into a new era; it offers familiarity, functionality and flexibility to the day to day management of communications. This impressive tool will provide enhancements to business processes across sales, marketing and customer services departments. Microsoft Dynamics CRM can turn Microsoft Office Outlook into a single centre in which one can organize client data, manage all communications, record lead information, run marketing campaigns and much more.

Microsoft Dynamic CRM 4.0 is everything one would expect from a customer relationship management system and more. Microsoft CRM empowers businesses by providing functionality to enhance processes already in place, and not just in one department.
BENEFITS

Easy to use
Microsoft CRM closely integrates with Microsoft Office applications; this offers users a familiar interface to work within and enables them to get started quickly as they do not need to learn a new application.

Contacts and Accounts
Keep all data within one central repository. The staff will have the ability to be able to find precise contact information at any time.

Data Segmentation
Organize the data into groups to improve the effectiveness of marketing campaigns. Microsoft CRM allows to segment data by any lookup criteria.

Task and Calendar Management
It is vital that to keep in touch with the customers in today's competitive market. Activities, communications, meetings and to do's should never be missed. By effective use of the calendar and task setting it will never miss an essential communication again. This feature improves the service that will offer to the customers and can make the difference between a lost sale and a sales order.

Maintain an accurate record
With Microsoft CRM a record of each communication will be kept. Notes can be made to record each telephone conversation and meeting, and copies of mail shots and letters are saved to a contacts history. This information is shared and is visible to each user; this enables easy referencing so that can respond better to the customers' needs.

Targeting
Reporting within Microsoft CRM will enable to create an accurate profile of target group and allow rolling out effective sales and marketing campaigns.

Go Mobile
With Mobile Express field based team can access database anytime anywhere through a device that has a web browser. This enables them to work in real-time in the same way that they would within the office environment.
Results
Get results with Microsoft CRM. This solution will help people make better informed decisions, manage their time more effectively and closely monitor prospects and active customers, and one can start to notice a difference in the performance of company across all departments, sales, marketing and customer service. With effective use of reporting and forecasting tools one will be able to see the return on investment.

The latest version of Microsoft Dynamic CRM is the product of feedback received from the software end users. Microsoft have taken the time to listen to what their customers want from the product and below are the new characteristics featured within 4.0.

New Features
Improvements have been made to the look and feel of the product making it even simpler to use than ever before. By increasing the simplicity of the system in turn the efficiency of workers will be increased also.

- The new Auto-complete feature reduces the time spent re-keying information.
- Faster searches improve the user experience.
- Improved mail merge facility makes mail merging quicker and easier.
- Customization of the navigation pane allows each user interface to be configured to display information relevant to them.
- New Workflow feature allows users to simply create, find and implement workflows.
- Offline usability has been made more consistent and now offers offline reporting and customization.

2.7 MAXIMIZER CRM
Some businesses start with a sales and contact manager such as Maximizer to manage their contact information, scheduling and basic customer communication. But as the business grows, it needs a more powerful tool to streamline processes, attract prospects, increase sales and retain loyal customers. The solution: Maximizer Enterprise CRM Software - a complete CRM software package that deploys quickly and has the lowest total cost of ownership.
In business, the bottom line is about selling. Designed precisely for individuals, home offices and small businesses, Maximizer 10 is the sales and contact manager that makes it easier than ever to maximize time and create satisfied customers, so it can increase sales.

Set up Maximizer right out of the box, configure to suit business needs, or use industry templates to get up and running quickly. Maximizer 10 comes with enhanced ready-to-use industry database management templates that include pre-formatted User-Defined Fields and letter templates to support workflow process and information tracking for Real Estate, Financial, Legal and High-Tech industries.

With powerful functionality and a user-friendly interface, it's easy to see why over 1 million users worldwide rely on Maximizer every day to work efficiently and close more sales. It's the award-winning sales and contact manager proven to help individuals and small businesses succeed.

With Maximizer, one can easily manage and profile customers and prospects, track every sale from lead to close and maintain long-lasting relationships well after the initial sale has been made.

Maximizer CRM 10.5 Enterprise is a complete CRM software package for small and medium-sized businesses and corporate divisions of large companies. By integrating sales and contact management, marketing, and customer service & support tools into one affordable solution, Maximizer Enterprise CRM Software helps to realize customer management goals: plenty of profitable and satisfied customers.

Maximizer Contact Manager is a sales and contact manager designed to help individuals, home offices and small businesses succeed by helping them maximize their time, create satisfied customers and increase sales. With Maximizer, one can easily manage and profile customers and prospects, track every sale from lead to close and maintain long-lasting relationships well after the initial sale has been made.

2.8 SALESLOGIX CRM

SalesLogix is a complete account centric Customer Relationship Management solution designed to enable sales, marketing and customer support teams to improve
the management of relationships with customers and prospects. It is made up of four core modules comprising of Sales, Marketing, Customer Services and Support modules.

With SalesLogix Sales module teams can use the leading solution for managing, forecasting and reporting throughout all phases of the sales processes like Opportunity Management, Account and Contact management. SalesLogix Marketing will make sure organization has the complete solution for managing, tracking and measuring targeted marketing campaigns. This helps build lasting, and more profitable, customer relationships by executing effective, timely marketing initiatives across all the sales channels like Campaign Management, Segmentation & Groups and Lead Management.

The SalesLogix Customer Service Support module can effectively track, manage and resolve customer support issues. If customers interact with support team frequently, service professionals can have the most current and complete customer data at their fingertips.

SalesLogix Mobile empowers users with secure, always available, instant access to critical information, by seamlessly integrating Microsoft Windows™ Mobile and Blackberry hand-held devices with existing enterprise software. This exciting mobile application platform is built with Microsoft Visual Studio .NET and uses J2ME to facilitate Blackberry client functionality. This exciting mobile platform provides users with unprecedented mobile performance, scalability, stability and customizability.

SalesLogix customers benefit from the fact that it is the most customizable CRM product on the market and can be tailored to meet needs more rapidly than any other CRM or Customer Relationship Management software.

The SalesLogix range of CRM software is designed to integrate seamlessly with other business software and back office applications and SalesLogix fits in neatly with existing infrastructures. Gathering information from all departments and systems and making it accessible to everyone in an organization allows having a complete single view of customer.
SalesLogix is the leader in Customer Relationship Management software for businesses that require flexible, easy-to-use solutions that help acquire, retain and develop profitable customer relationships. It provides ease-of-use and flexibility, with solutions designed to increase sales and marketing performance and maximizes customer satisfaction and loyalty.

SalesLogix is a comprehensive solution for small and medium sized businesses. It can function with hundreds of users in customer-facing teams. It is an affordable, fully scalable and pragmatic solution for sales, marketing and customer support.

**SalesLogix Features and Benefits**

SalesLogix is a complete account centric Customer Relationship Management (CRM) solution designed to enable your sales, marketing and customer support teams to improve the management of relationships with customers and prospects. Comprising of separate modules the SalesLogix has a huge array of benefits across the entire business spectrum.

**Identify Profitable Customer Segments**

SalesLogix allows marketing professionals to select the criteria of ideal target prospect, then segment customer and prospect lists into unique groups. SalesLogix Marketing can find the most responsive audience for campaigns and increase revenues. SalesLogix allows professionals to send periodic campaigns to target audiences who are genuinely interested, thus increasing the chance of a good return on investment.

**Build and Launch Multi-Channel Campaigns**

SalesLogix Marketing allows defining campaign stages, targeting your prospects through multiple media. For example, execute email marketing activities with Sage E-Marketing, an optional integrated marketing services provider. Email response data is automatically transferred to SalesLogix. Also, import leads from all other campaign activities, and qualify them based on chosen criteria. SalesLogix marketing allows compiling data from campaign and making intelligent and justified decisions about the next stage of the campaign.
Full Campaign Management

SalesLogix Marketing has been designed to allow professionals to fully manage marketing campaigns from inception to closure. The SalesLogix Marketing Module allows professional to launch attractive, innovative and functional campaigns regularly and ensure a maximum return on investment. Upon completion professionals can analyze the success of campaigns and implement procedures to improve or replicate success.

SalesLogix Software Integration

Customers have become increasingly interested in robust front-office/back-office integration, prompting the development of a new solution based on a leading edge integration technology called the Sage Application Integration Server (AIS). Using this technology, DMC Software Solutions can integrate SalesLogix CRM Software with a variety of ERP, Accounting and Web based applications. Additionally, as part of the solution, standardized integration adapters are provided for both SalesLogix Software and other Sage applications. DMC Software has also developed a Link between Sage 200 and SalesLogix to create a hugely powerful back office application.

Business Benefits

This exciting new technology bridges boundaries between disparate information systems providing users with a single view of their customers.

Advantages:

Greater flexibility for managing accounts and responding quickly to customer requests.

- Offline access to back-office data for remote users.
- Secure visibility of back-office data, such as open sales orders, invoice history and credit status.
- Scalability for high transaction volumes and multiple applications.

SalesLogix Software Integration has been designed to work with both the Standard and Advanced versions of SalesLogix. This provides out-of-the-box functionality for basic integration to mid-market Sage and other third party accounting systems. Catering to the strengths of SalesLogix software, the solutions are highly customizable and work in both online and offline scenarios. Rather than performance...
degrading replication of data, the SalesLogix Integration module deploys a smart link strategy to establish a relationship between data entities, when linked data is changed in either application; the change is flagged for submission during the next synchronization cycle. The DMC Software SalesLogix Link 200 is a hugely powerful application.

Create/Edit Account
New customer and supplier account details created in SalesLogix automatically sync to the back-office application.

View Accounting Information
Accounting information can be viewed directly in SalesLogix through the InfoPortal providing access and drill down capabilities to open sales orders, order/invoice history, and customer/credit details. However, no accounting module has to be deployed on the SalesLogix client.

Remote Synchronization
A remote user can view accounting data via the InfoPortal while offline and can submit a sales order for processing in the back-office accounting system during the next synchronization cycle.

Product Uploads
Product information and price lists are uploaded from the accounting application to SalesLogix.

Customization
The SalesLogix Integration module can be customized to accommodate specific end user integration requirements and to work with existing Business Partner add-ons.

SalesLogix Enterprise Integration
In addition to the base functionality described above, SalesLogix Enterprise Integration supports sales order submission.
2.9 LINUX CRM

With the popularity of web-based systems and information on the increase, those wanting to adopt a CRM solution or aiming for higher returns from their CRM systems are considering migration to Linux CRM software systems. These systems offer advantages such as more scalability, stability, increased performance and better control. Most companies that move to Linux-based systems save costs remarkably within a short span of time. On the whole, organizations stand to gain five to six times more returns on shifting their business CRM to Linux and open source systems than they would using other well-known servers.

To reap maximum benefits out of these systems, need to perform effective strategic planning while combining a Linux-based open source environment into business and technical network. It can consider integrating the capabilities of a Linux server with server-intensive business programs for a smooth migration. In this way, can run all applications from a central computer. This will make it easier to perform functions such as backup, recovery, trouble-shooting, and upgrades. Once implemented, businesses gain an infrastructure that is free of intrusions. For a successful migration to Linux, need to follow a step-by-step methodology. After identifying a Linux provider, it would be a good idea to start migrating services such as files, database, and print first. Then follow these up with proprietary business applications such as the CRM software. Businesses can customize and brand open source Linux CRM software application as their own to fit it seamlessly into their network and thus integrate modules for managing and automating leads, sales and customers into one solution. As part of the migration, it can gradually uninstall client-side applications because the open-source attributes of Linux enable applications to be Web-based, making them more efficient and less costly in terms of maintenance.

Linux CRM solutions are based on open source LAMP software stack. LAMP is short for Linux (the operating system), Apache (the web server), MySQL (the database) and PHP (the language). Its Windows counterpart is called WAMP. One solution that is built on LAMP is the online CRM solution called absolute BUSY. It is typically used for marketing and sales management, as a contact manager, for project tracking and other CRM operations.
The Linux CRM software absolute BUSY is installable on web-host or server which keeps you in complete control of your data. Moreover, the managers, sales representatives and technicians of your company can share an up-to-date central database with online web-based tools for managing contacts and tracking projects. The web-based platform enables you to now see and edit histories and information about contacts, customers, leads, outstanding tasks, and projects, from any location, any time and computer.

2.10 PIVOTAL CRM

Pivotal CRM Technology
Based on the Microsoft .NET Framework, the Pivotal CRM platform is the market’s most flexible and customizable. Pivotal CRM’s smart client technology combines the best of thin and thick clients for one-click deployment and ease of maintenance.

Advantages of Pivotal CRM Software
Pivotal CRM is the industry’s most flexible CRM solution, enabling to quickly and cost-effectively tailor the system to match organization’s unique processes. Offering an intuitive Microsoft-style interface, role-based navigation, deep integration with Microsoft Office, Outlook, and SharePoint and the ability to easily personalize the system to match individual user needs.


2.11 ICREON CRM
The CRM solutions implemented by Icreon provide organizations with an effective means to increase customer loyalty and profitability. Icreon assist organizations, across domains, in customizing, integrating and implementing CRM systems with its existing processes. CRM solutions enable organizations to better understand and analyze customer needs and behaviors in order to develop and maintain long lasting
relationships with customers. The CRM solutions developed by Icreon are designed to reduce costs and increase profitability by building customer loyalty. A detailed study and analysis of clients’ requirements and their business processes, by CRM consultants, enable to tailor the solutions in a manner so as to provide them with the best possible solution.

Customer Relationship Management enables organizations to manage and maintain relationships with their existing as well as potential customers. CRM is customer-centric and ensures that company policies match customers’ needs. CRM systems are applications that can be used to gather and share information, about customers, across relevant functional departments such as sales, marketing, customer service, and human resources, ensuring that customer requirements are fulfilled. The information stored in the system can be analyzed and assessed to identify customers and personalize interactions with them, resulting in greater customer loyalty and thus leading to increased profitability.

**Benefits**

Enable marketing departments to identify and profile customers and target marketing campaigns and promotions accordingly. Organizations can forge long lasting relationships with their customers by providing them with better and personalized services. Better and informed decisions can be taken helping in effective cross-selling and up-selling of products. Provide streamlined sales and marketing processes. Provide sales personnel with opportunities to close deals faster through quicker responses to customer leads. Customer history can be easily retrieved at the time of interaction which leads to improved call center services. By tracking and profiling existing customers, organizations can easily identify and target potential customers. Reporting tools help in analyzing customer requirements, measuring performance and forecasting trends.

CRM implementation ensures greater transparency in operations. Every transaction and interaction with a customer is stored in a customer database.
Components

Customer Database: A CRM solution enables the creation and maintenance of a customer database. Details about customers such as demographics, buying patterns, preferences etc can be gathered and stored.

Sales Force Automation: The sales management tasks such as administration, lead management, client account management, sales forecasting etc. can be automated through a CRM system.

Customer Service: It also automates the processes of gathering and responding to customer requests, complaints and enquiries.

Marketing: The CRM system automates all marketing related activities from marketing management to surveys, campaigning and analysis.

Research & Analysis: Reporting and analysis tool enable organizations to better understand and analyze customer information.

Modes of Development

Depending on individual requirements and the complexity of the solution, Icreon offers the following modes of development:

Off-the-shelf products: CRM software packages offering a wide array of functionalities and features can easily customized to suit business requirements thereby lowering development time and leading to higher cost effectiveness. Icreon helps its client to implement solutions by integrating and customizing the various packages to suit their individual requirements.

Grounds-up development: If the complexity of the solution is high or if the desired functionalities are not available through off-the-shelf products or if a more robust and scalable platform is required, the grounds-up development mode is preferred. Icreon possess the desired knowledge and expertise to develop solutions from scratch, to meet the individual requirements of clients. The extensive experience in various platforms and framework such as the .net framework enable to offer the best possible solution to the clients.

2.12 SUMMARY OF BENEFITS

The benefits of the software packages are summarized as satisfied customers, increased sales, customization, segmentation, reduced cost, and improvement in communication management, targeted marketing, flexibility, customer relations and
fast response. The respondent organizations perceive these benefits before implementing the CRM.

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