

FEATURES:

- **Dynamic Lead Qualification**
- **Lead Forecast**
- **Lead History**
- **Account Management**
- **Manage Activity**
- **Mobile Integration**
- **Outlook Integration**
- **Data Security**
- **Audit Trail**
- **KPI based Dashboards**

Resilient CRM standardizes the lead qualification based on the leads qualification methodology. It is very important for each company to qualify the potential of the lead forecast in terms of probability, stage, value, competitor and the respective weight age. The lead qualification is standard process across organizations irrespective of geographical location and gives insight into each lead from the sales force to the top management.

Today, large number of companies are dependent on data consolidation either from excel sheets or other formats received from the sales force/branches/zones. The consolidation is tedious and time consuming process and may result in to error prone forecast. The **Resilient CRM** provides a holistic view of the sales leads and the updated status of each lead periodically from a single repository. This eliminates the need of merging leads inputs from various geographic location provided by the sales force.

In addition, **Resilient CRM** can track the forecast for the period based on the lead qualification methodology and prompt action to increase the conversion probability of lead to confirmed order.

The **Resilient CRM** follows the best practices and processes and can be customized to individual organizations. The onsite or field sales force can access the lead information and update through Mobile devices. Gives total visibility and control to users.

With built-in features like security, user credentials and audit-trails, **Resilient CRM** is ideal suite for SMB industries with minimal cost of ownership and low maintenance.

FEATURES:

I. Orders –

- **Receive/Capture/Process**
- **Upload with Product/Spare**
- **Approval through Matrix**
- **View of Entry/Exit stages**
- **Approval status alerts**
- **View Order stage progress and issues up to Delivery**

II. Customers Details –

- **View Customer details with Terms & Conditions**
- **Search based on Customer/ Order Month/Product/ Business Unit/Sales Team...**

III. Discount/Margin –

- **Discounts & Commissions/ Prime Margin**
- **Manage Cost/Margins for Orders**

IV. Dashboard –

- **KPI based Dashboards**

Resilient CRM sales order management captures the entire life cycle of an order from the time it is received till the time the goods are delivered or product installed at customer site. The order processing methodology is hierarchy based with each department i.e. sales, service, finance, and dispatch in tandem. The entire chain of activities is process controlled rather than people dependent.

Today, large numbers of companies are dependent on data consolidation received in/from various formats/locations. The consolidation is tedious and time consuming and may result in errors. Resilient CRM provides a holistic view of the sales order stages with periodic updation to all stakeholders via alerts enabling all to be in sync.

Additionally, **Resilient CRM** enables the entire order management cycle through entry/exit criteria that is parameterized and validated at all stages of the cycle. At any given time, order status with all details is available on real time basis.

Finally one can search any order based on multiple criteria like month, country, region, sales person, product, and business unit or order stage.

The **Resilient CRM** follows industry best practices and processes and can be customized to organizational need. Anytime, anywhere access for real time updates is a truly futuristic advantage.

With built-in features like security, user credentials and audit-trails the Resilient CRM is an ideal suite for SMB industries with minimal cost of ownership.

FEATURES:

- **Manage Service Contracts/ History**
- **Manage Install Base**
- **Pre-scheduled alerts for Customers, CSE's**
- **Monitor Service Request Resolution**
- **Manage SE Visits**
- **360 degree Customer View**
- **Evaluate Service Contracts (ROI), SE Performance**
- **Unique BI for optimizing Resource Utilization**
- **KPI based Dashboards**

Resilient CRM standardizes the service management methodology with rapid deployment, lower total cost of ownership and built-in best practices. The consolidated view of the customer service effectiveness leads to improved service levels while lowering service costs and increased customer satisfaction that translates into higher revenue per customer.

Today, large number of companies are dependent on the consolidation data either from excel sheets or other formats received from the customer service/branches/zones. The consolidation is tedious and time consuming and error prone, resulting in low CSI. Resilient CRM provides a holistic view of all service contracts, service history, customer insight and employee effectiveness. Analytics for cost/benefit analysis of each contract vis-à-vis customer and improve per customer yield. The same applies to deriving the maximum cost benefit out of each visit/ Engineer.

Some of the direct benefits of **Resilient CRM**:

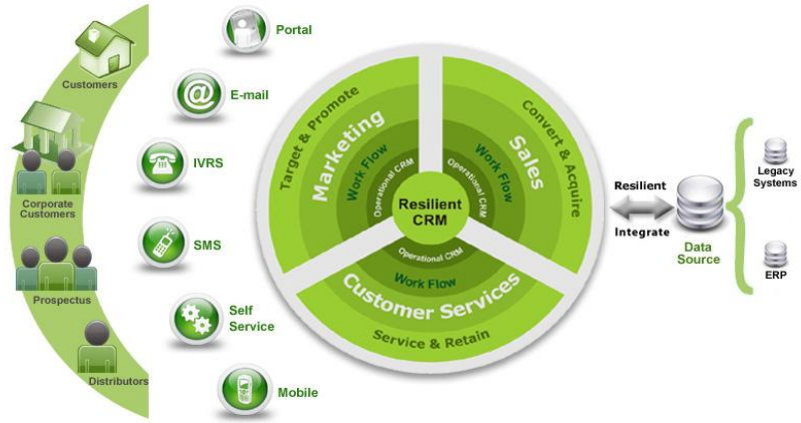
Service Effectiveness — Monitor, analyze and manage the service contracts based on key performance metrics such as service request aging and average resolution time, increasing customer satisfaction and reducing costs

Employee Effectiveness — Understand Customer Service Engineer (CSE) performance to enable improvements in employee productivity, effectiveness, training programs and retention

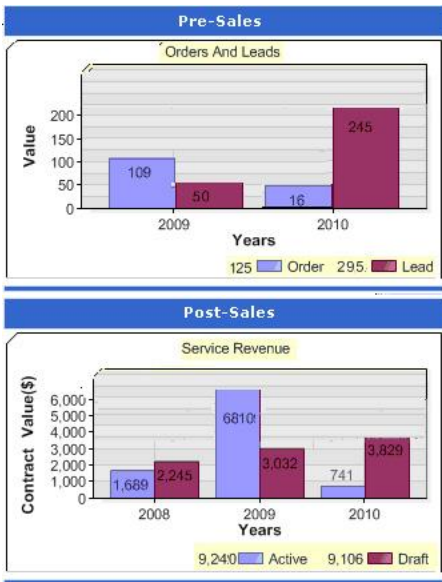
Dashboard — Provides complete account management of a customer's account, potential value and propensity to buy more products, enabling greater customer satisfaction and increased cross-selling rates.

Resilient CRM follows some of the best practices and benchmark processes. The onsite or customer service engineer can access information online and update through Mobile devices.

With built-in features like security, user credentials and audit-trails, **Resilient CRM** is an ideal suite for SMB industries with minimal cost of ownership.



360° CUSTOMER VIEW



Customer Profile												
Enquiry - Lead - SDA - Order - Service												
Customer Name: ABC Company			Email ID: Not Known			Customer Type: Manufacturer						
Address: XYZ Corporate Park, Navi Mumbai			No. of Contacts: 35			Customer Loyalty: Neutral						
Phone: 91-00-2222222			Market Segment: Petrochemicals			Customer Band: Large Cap						
			Sub Segment: Hydrocarbons & Gases			Key Account Type: Gold						
Pre-Sales Data						Pre-Sales Statistics						
Total No.						Value						
Total Leads: 11			Leads Value: 367			Lead to Order Conversion Time: 14 days						
Leads with 90% Prob. of Win: 0			Leads with 90% Prob. of Win: 0			Lead to Order Conversion Ratio: 18.18%						
Leads with 60% Prob. of Win: 0			Leads with 60% Prob. of Win: 0			Biggest Competitor for Order Won: Not Known						
Orders received: 2			Orders received: 29			Biggest Competitor for Order Lost: Not Known						
Open Pre-Sales Details												
Source	Lead No.	SDA No.	Value (\$k)	Product Model	Customer	Contact Person	Email Id	Mobile	Telephone	Competitor	Service Type	Order Month
Sales	MUM10010037		62.00	Lambda25	ABC	Amitab	Not Known	0	91-00-2222222	Not Known		JAN 2010
Post-Sales Data						Post-Sales Statistics						
Total No.						Total No.						
Instruments Installed: 83			Unassigned SRQ's: 0			Time spent for Service Call: 36 days 8 hrs 15 mins						
Pending Installation: 1			Open SRQ/Visits: 8			Quotations Sent: 0						
Service Contract/Warranty: 33/0			Calls On-Hold: 0			Pending Spares Order: 0						
Not in Service Contract: 50			Pending PM's: 0			First Time Fix: 71.64%						
						Avg Response Time: 3 Days						
						Avg Down Time: 53.30 Days						
Post-Sales Details												
Job Type	Customer	Model	Instr Serial No.	Problem	Contract No.	SRQ No.	Date Opened	Current Status	Reported By			
Chargeable	ABC	Analyst 300	041S2020102	JOB#363, INSTRUMENT NOT WORKING	SC-JAN 10	SRQ/IND/FR/2010/0239	08 Jan 2010	WAITING FOR PO	Manish			

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