

# ESKA<sup>®</sup> CRM

## Customer Relationship Management

Good and strong customer relationships are at the heart of business success, achieved by learning more about customer needs and behaviours. The main purpose of **ESKA<sup>®</sup> CRM** is to help businesses use technology and human resources to gain insight into the behaviour and value of their customers.

**ESKA<sup>®</sup> CRM** provides a complete solution for managing customer databases. System features cover the sales, marketing and customer care areas, making it a comprehensive tool that helps achieve customer and organisation satisfaction.

**ESKA<sup>®</sup> CRM**, helps users provide better customer service, sell products more effectively, help sales staff close deals faster, simplify marketing and sales processes, and allocate new prospective customers.

### Strengths

- Multilingual support
- Flexible parameterisation
- Easy customisation and upgrade
- High level of security and access authorisation
- Extensive reports and statistics

### Main Functionalities

#### Sales

**ESKA<sup>®</sup> CRM** offers companies complete control over the sales pipeline by allowing sales teams to effectively manage and report on different phases of the sales cycle. The system allows account managers to streamline the sales process from lead-creation to opportunity-handling, thus allowing better process management and shorter sales cycles. It contains a flexible set of sales tools that support lead management and handling of accounts, opportunities and contacts.

The system provides a comprehensive solution for sharing information across sales channels, allowing effective cross-selling and large increase in sales opportunities. It also enhances customer relationships, improves customer and employee operational efficiency, and increases profitability.

#### Marketing

**ESKA<sup>®</sup> CRM** allows companies to organise marketing campaigns and track responses and revenues generated for each campaign, making it possible to identify proper and effective marketing strategies.

The system's advanced communication features allow sending



personalised mass e-mails, faxes, and SMS messages, which simplifies the direct marketing process and guarantees high work efficiency. In addition, **ESKA<sup>®</sup> CRM** facilitates the process of targeting the right customers at the right time through its advanced scheduling features.

#### Customer Care

The primary concern of Customer Care personnel who handle customer calls is to understand the customer complaint or request and resolve it on the first call, if possible, to avoid escalation and call transfers.

**ESKA<sup>®</sup> CRM** is designed to meet and exceed Customer Care needs by helping agents manage and track customer complaints, feedback and inquiries; access up-to-the-minute customer information; and assign problem and resolution codes for each service request which results in increasing business opportunities and customer satisfaction, in addition to building long term relations with customers. Moreover, this module handles prepayments, backorders, returns, credit notes, and tax calculations, in addition to supporting the definition of different customer price lists and discounts for each item.

#### Integration

**ESKA<sup>®</sup> CRM** tightly integrates with **ESKA<sup>®</sup> Business Manager** (Enterprise Resources Planning System) and **ESKA<sup>®</sup> Insures** (General, Medical, Life, and Travel Insurance Systems). It also integrates with third-party applications and Web services including **ESKA<sup>®</sup> Workflow** and **ESKA<sup>®</sup> Docs** (Document Management System); in addition, it supports synchronisation with Microsoft Outlook's contacts and calendars. This advanced integration facilitates the capture, consolidation, analysis and distribution of data across the enterprise, thus allowing for comprehensive and efficient processing of information.