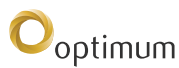







Swift Set Up & Speedy Output



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Marketing Management



CUSTOMER RELATIONSHIP MANAGEMENT (CRM) "Every Potential Realized"

Optimum Customer Relationship Management (CRM) Module covers the complete cycle of sales module from creation of Customer Account, Contact, Lead & Opportunity Follow-up, Quotations and Order to Invoice Generation.

The Marketing module can plan, manage and track the marketing campaigns from development to launch. The Customer Services module includes the Contracts, Case Management and Service Scheduling with online Customer Interaction and Feedback .

Technologies:

- Intranet / Internet based
- Accessible Through Any Browser
- ASP.NET & C# Development Tools
- Microsoft SQL Database
- Mobile Application

Why Optimum?

Product Specific:

- Centralize Customer Information
- Automate Marketing Interactions
- Provide Business Intelligence
- Facilitate Communications
- Track Sales Opportunities
- Analyze Data
- Responsive Customer Service

Product General:

- Business Intelligence Reporting
- In-Built Document Workflow
- Bi-Lingual Arabic/English
- Powerful Security Control
- Fully Integrated ERP

Customer Relationship Management Functionalities:

- Sales Module
- Marketing Automation Module
- Customer Services Module
- Analytics and Reports



Posting Alerts



SALES MODULE

Sales Module provides the comprehensive sales management where the entire sales cycle from Lead to Project Finalization can be managed.

Companies can define their own sales cycle with unlimited number of levels and defined schedules.

Unique Features

Product Specific:

- Unlimited Customers
- Unlimited Sales Flow Levels
- Unlimited Documents
- Multi-level Scheduling
- Sales Tracking
- Management Level Dashboards

Product General:

- Supports Document Attachment
- Posting Alerts (Emails, sms..etc)
- Bi-Lingual Arabic/English
- Powerful Security Control

Sales Module can be used to track the progress of Sales Lead with total control using schedules and workflows.

All supporting documents like quotations, purchase order etc. can be attached to the sales tickets.

Technologies:

- Intranet / Internet based
- Accessible Through Any Browser
- ASP.NET & C# Development Tools
- Microsoft SQL Database
- Mobile Application

Sales Module Functionalities:

- Sales Flow Management
- Schedules Management
- Documents Management
- Customer Database Management



Schedules Management



Unlimited Customers



Customer Services



Forms & Documents Management





Unlimited Marketing Campaigns



Unlimited Service Categories



MARKETING AUTOMATION MODULE

Marketing Automation Module as the name suggests automates your entire marketing department and related activities. Users can define complete marketing campaigns electronically and execute it using preset schedules. The corporate website can also be managed.

Unique Features

Product Specific:

- Unlimited Customers
- Unlimited Marketing Campaigns
- Multiple Correspondence Types
- Website Update & Management
- Marketing Statistics
- Management Level Dashboards

Product General:

- Supports Document Attachment
- In-Built Approval Workflow
- Posting Alerts (Emails, SMS..etc)
- Powerful Security Control

Marketing Automation has a built-in functionality of bulk e-mails and messaging which can be scheduled to be sent automatically to all or set of customers. A comprehensive database of customers or potential customers can be managed in the system.

Technologies:

- Intranet / Internet based
- Accessible Through Any Browser
- ASP.NET & C# Development Tools
- Microsoft SQL Database
- Mobile Application

Marketing Automation Module Functionalities:

- Correspondence Management
- Campaigns Management
- Website Management
- Customer Database Management



CUSTOMER SERVICES MODULE

Customer Services Module automates your entire customer services and related activities. Customer Service areas can be pre-defined in system and limited or full access can be provided to customers based on customer type or services used. A comprehensive yet easy to use Customer Support Portal is also available as part of the system.

Unique Features

Product Specific:

- Unlimited Customers
- Unlimited Service Categories
- Multiple Correspondence Types
- Customer Support Portal Update
- Customer Communication
- Management Level Dashboards

Product General:

- Supports Document Attachment
- In-Built Document Workflow
- Posting Alerts (Emails, SMS..)
- Powerful Security Control

Customer Services Module has built-in functionalities of e-mails and messaging which can be scheduled to be sent automatically to all or set of customers.

Technologies:

- Intranet / Internet based
- Accessible Through Any Browser
- ASP.NET & C# Development Tools
- Microsoft SQL Database
- Mobile Application

Customer Services Module Functionalities:

- Customer Support Portal
- Customer Service Levels
- Customer Support/Service Tickets
- Customer Communications



Marketing Statistics



Posting Alerts



Management Level Dashboards



Customer Support Portal Update



Charts & Graphs



ANALYTICS & REPORTS MODULE

Analytics & Reports Module provides most comprehensive analysis and reports with regards to customer relationship management. Users can design their own reports with statistics regarding sales trends, marketing, customer services etc.

Unique Features

Product Specific:

- Unlimited Reports
- Drag & Drop Columns/Rows/Data
- Employee Family Documents
- Report Filters
- Charts & Graphs

Product General:

- Supports Document Attachment
- In-Built Approval Workflow
- Posting Alerts (Emails, SMS, etc.)
- Powerful Security Control

Analytics & Reports Module has built-in pivot and standard reports which can be designed easily with drag and drop functionality.

Reports can be saved in system and refreshed for different periods or criteria.

Technologies:

- Intranet / Internet based
- Accessible Through Any Browser
- ASP.NET & C# Development Tools
- Microsoft SQL Database
- Mobile Application

Analytics & Reports Module Functionalities:

- Pivot Reports
- Standard Reports
- Dashboards



Unlimited Reports



Employee Family Documents

CRM MOBILE APPLICATION FEATURES





Sales Module

No.	Name	Current Employee	Comment	Category	Follow-up Date
1	ABC Company	John Doe	Initial contact	Software	2023-10-25
2	XYZ Corp	Jane Smith	Product demo	Hardware	2023-11-05
3	DEF Inc	Mike Johnson	Contract review	Services	2023-11-15

Customer Details

Name: ABC Company

Email: john.doe@abc.com

Phone: +91 98765 43210

Address: 123 Main St, New York, NY 10001

Category: Software

Status: Active

Last Contact: 2023-10-20

Campaign Name	Budget	Status	Start Date
Spring Promotion	\$50,000	Active	2023-03-01
Summer Sale	\$75,000	Completed	2023-06-01
Autumn Clearance	\$60,000	Pending	2023-09-01

Campaign Details

Name: Spring Promotion

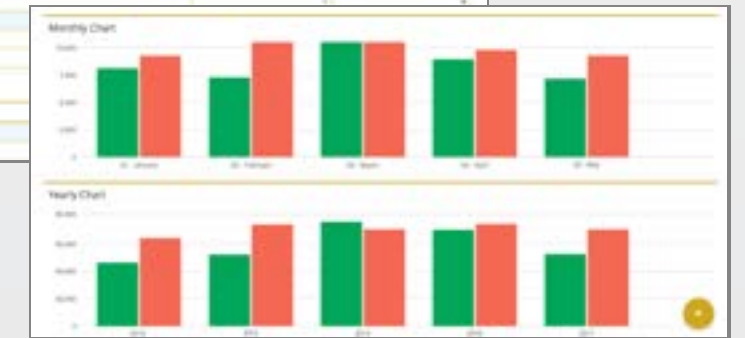
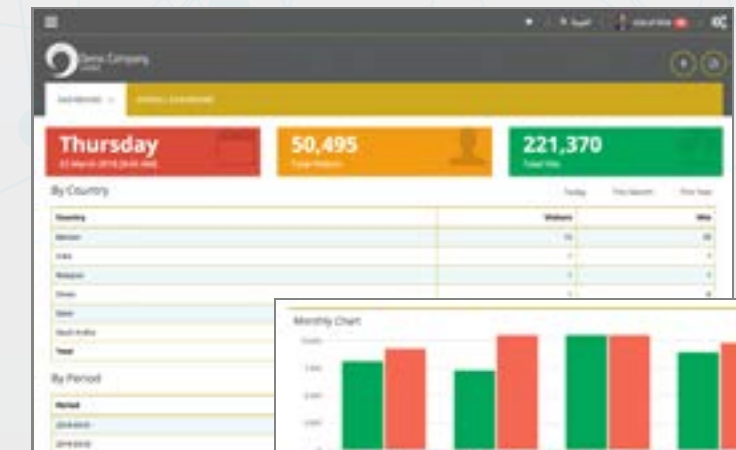
Budget: \$50,000

Actual Spend: \$48,000

ROI: 150%

Channel	Impressions	Clicks	Conversions
Facebook	1,200,000	15,000	1,200
Instagram	800,000	10,000	800
Twitter	500,000	5,000	400

Marketing Automation Module



Analytics & Reports

Customer Services Module

Existing Customers

Email:

Password:



سرعة في النتائج وسهولة في التطبيق

