

## **CUSTOMER RELATION MANAGEMENT SYTEM MODULES**

- **Contact and Account Management Module**

- Customer database with complete profiles
- Contact history and interaction tracking
- Account hierarchies and relationships
- Segmentation and categorization capabilities

- **Sales Management Module**

- Lead generation and qualification
- Opportunity tracking and pipeline management
- Quote and proposal generation
- Sales forecasting and performance analytics

- **Marketing Automation Module**

- Campaign planning and execution
- Email marketing and drip campaigns
- Marketing analytics and ROI tracking
- Lead scoring and nurturing workflows

- **Customer Service and Support Module**

- Case management and ticketing
- Service level agreement (SLA) tracking
- Knowledge base and self-service portal
- Customer feedback and satisfaction surveys

- **Customer Analytics and Reporting Module**

- Customer lifecycle analytics
- Customer behavior and purchasing patterns
- Churn prediction and retention metrics
- Cross-selling and upselling opportunity identification