ABSTRACT

This application is designed to implement and monitor sales activities of an enterprise. It involves various parties like Administrator, Salespeople, other enterprise users etc. Administrator is able to handle all sales activities of an enterprise comprised of multiple sales users. Every salespeople is provided by a unique credentials and using these credentials they can log their sales activities. These activities further monitored by Administrator of the enterprise. Moreover, this application acts as a CRM for an enterprise to handle the modules such as customers, contacts, events, opportunities, campaigns etc.

MODULES

Dashboard: Here you can see the general overview of your sales activity at a glance. Which display statistical view of latest campaigns with required data.

Contact List: Use contact list to import bulk contacts into single list. In create page, you can download the sample file for your reference. It will be useful, at the time of sending a campaign. In contact list page, you can see name of the contact list, valid & invalid contacts of the list, bounced contacts, failed contacts, duplicate contacts.

Contacts:All the uploaded contacts will be appeared here. Here you can able to see valid, bounced, failed contacts with the count. You delete existing contacts from the list page. You filter contacts by email, domain name, created by, contact list. Click on each tab, to check contacts in a detailed view.

Email Templates: Email templates are used at the time of campaign creation. In list page, to create a campaign using that template, to see how the template will look like. You can filter email templates by name, created by.

Campaign: It will be useful to send promotional campaigns for multiple contacts and to generate more no. of leads. In campaign create page, you can choose existing contact list & email templates. Here you can choose option as whether to receive your replies to your account or CRM application.