



Tracking Genie Renewal Department



Customer Relationship Management-Renewal



CRM-Renewal

- Tracking Genie has its own CRM portal for renewal department which can be accessed by Renewal Executives and Managers having CRM login IDs from the following link:

<http://crmtrackinggenie.com/index.php?main=index>

A screenshot of the CRM Login page. The background is a light gray gradient. On the left, the Tracking Genie logo is visible. In the center, there is a white login box with a rounded border. At the top of the box is an icon of two people and the text "CRMLogin". Below this are two input fields: "Username" and "Password". Under the "Password" field is a checkbox labeled "Remember me for 14 days". At the bottom of the box is a red button with the text "Sign in".



Cont... CRM-Renewal

- After signing to one's account the executive can see and update their client data and information on the software. Following tabs are available on the CRM:
 - Enquiry
 - Sales
 - Quote
 - Renewal
 - Reports



Cont... CRM-Renewal

- Executives can add new new client information, see their follow up list, check the list of due and expired renewals and can keep track of their successfully closed renewals.
- Positive closed clients are marked with “Green” color.
- Negative closed clients are marked with “Red” color.



Escalation Matrix

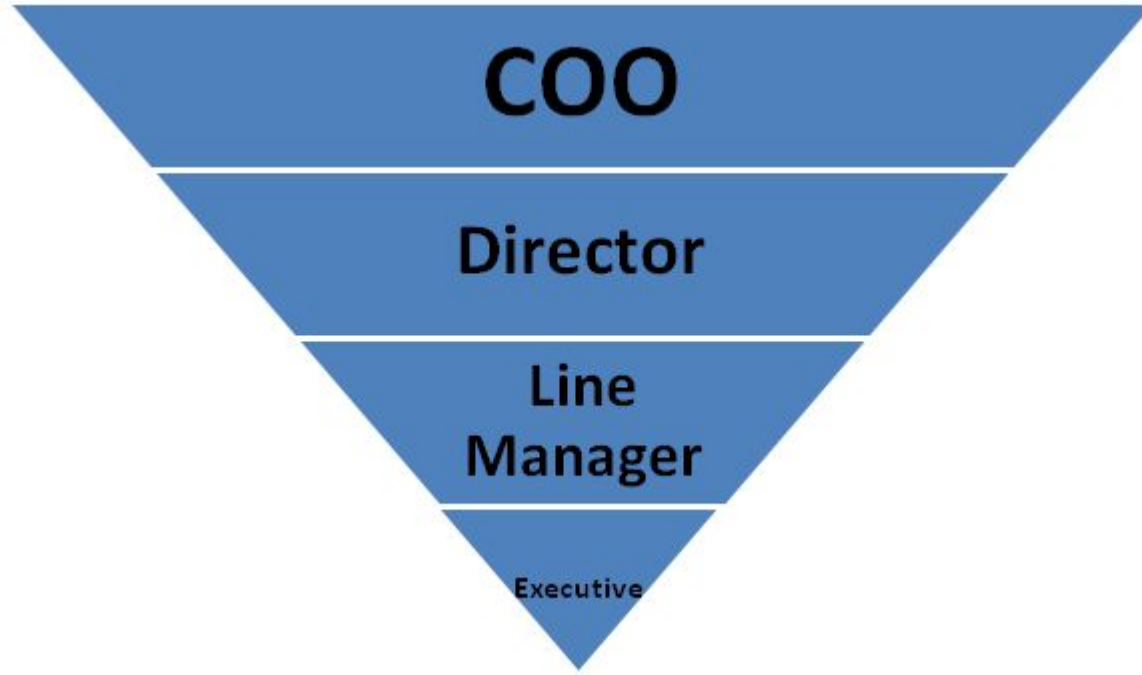


Escalation Matrix

- If a sales executive faces any issue or has a query which they themselves are not able to solve, then these issues can be escalated to three next levels. Here is how this works:
 - Any issue of an executive can be notified/communicated by email to their immediate line manager.
 - If the issue is not resolved, the complaint will be escalated to the Director by email.
 - If the issue still remains unsolved and needs further consideration, the complaint will be escalated to the company COO by email.



Escalation Chart





Mode of Renewal



Mode of Renewal

- Renewal: Software and SIM subscription charges.
- Due Date: After one year from the date of purchase and then once in every next year.
- Time for Making Payment: Annually/Quarterly/Half yearly
- Mode of Payment: Cash/Cheque/RTGS/NEFT
- CRM Portal of Tracking genie: We have our own CRM which contains all the relevant information of our every customer with the details of the product they have bought.



Contd... Mode of Renewal

- CRM: Customer information
 - Product details
 - Time and place of purchase
 - Due date for renewal
- Automatic reminder mail and SMS alerts are being sent to the customer whose device's renewal is due, before 45 days of the completion of renewal period.
- Automatic warning mails are sent on the due date.
- Phone calls are to be made for reminding customers about the renewal after the automatic mails and SMS have been sent.



Contd... Mode of Renewal

- **Deactivation:**

- In case if a customer does not want to renew their subscription, the device is being deactivated within a period of One month after the request for the same was made.
- An email is sent to Airtel requesting to deactivate the SIMs along with the SIM details which are to be deactivated after one month of the deactivation request.
- If a customer does not respond to the reminder mails/SMS or phone calls for renewal, then their devices are deactivated after one month of the renewal due date and an email/SMS has to be sent to the customer informing them about the deactivation.



Contd... Mode of Renewal

- Request to reactivate after the device has already been deactivated: If a customer requests to reactivate a device after it has been deactivated from our end, then Rs.300 has to be charged as service charges for re installation and activation.



Renewal Charges



Renewal Charges

Types of Devices and Pricing

Name of the device	Renewal Charges
1. TG Eco	2900+service tax
2. TG Pro	2900+service tax
3. TG Lite plus	2400+service tax
4. TG Ultra normal	900+service tax
5. TG Ultra plus with relay	1500+service tax



Thank You