

## Proposal For Rental Management Service

Dear Sir,

We are excited to propose the implementation of Zoho CRM for your rental management service provider website. Our proposal includes the following main functions:

### Marketing Functions:

We will create pages on your website to present the services you provide and why customers should select you as their rental management service provider. We will also create videos that can be played online to present and convince why you are the best and why customers should choose you.

### Sales Functions:

1. Chat function: Our outsourced salespersons will chat with customers online. Before the chat starts, customers will fill a simple form including their contacts and demand. The form will generate sales leads, and sales processes will automatically follow.
2. Form: We will create a form for customers to fill in their information with an optional potential coupon code. The website will have a backend database to store customer information. The automatic sales processes will follow, and our outsourced salespersons can call or email customers.
3. Salespersons: Salespersons will not have access to the real contact information of customers. They may have an account and user terminal to email and call customers, but they cannot have access to customer contact information. Potential phone numbers and email addresses will be blocked during chatting and emails.
4. Online Signature: Customers will sign the contract online once they decide to select you as their rental management service provider.
5. Task Management: After the contract is signed, the task management function will assign tasks to related teams for execution. These automated tasks can be executed by the Hostaway rental management software. No programming will be necessary.

### Booking and Check-in/out Functions:

1. **Booking Engine:** We will implement the booking engine from Hostaway rental management software for this function.

#### Digital Media Functions:

We will create Facebook, Twitter, Instagram, and Wechat accounts for your company. We will also include logos of major digital media platforms such as Facebook, Twitter, Instagram, Wechat, and email on your website. When customers click the logos, they will be directed to the related accounts.

#### Subscription Function:

We will allow customers to subscribe to newsletters, etc. Once customers fill in any form on your website, they will automatically subscribe to your newsletters, and you can send them emails, newsletters, promotions regularly for sales and marketing.

We recommend using Zoho CRM for sales and marketing automation functions rather than WordPress. Zoho CRM is a comprehensive customer relationship management solution that can automate your sales and marketing processes. It can integrate with other software tools and platforms to enhance your business operations.

We believe that Zoho CRM is the best option for your company because it is a cloud-based platform with a user-friendly interface. It can also help you to streamline your customer interactions and manage your sales and marketing processes efficiently.

#### **For Security Of Clients Data**

Here are some steps we can take to improve data security on your WordPress project:

**Keep WordPress up to date:** We will regularly update WordPress, plugins, and themes to fix any security vulnerabilities and bugs.

**Use strong passwords:** We will encourage users to create strong passwords and implement password requirements. We also recommend using a password manager to generate and store passwords securely.

**Limit user access:** We will only give users access to the parts of the site they need to do their job.

**Use SSL/TLS encryption:** We will enable SSL/TLS encryption to protect data in transit between the user's browser and your server.

**Backup data regularly:** We will regularly back up your data to ensure that we can recover from any data loss or security breach.

**Use security plugins:** We will install and configure security plugins to help detect and prevent security breaches.

**Avoid storing sensitive data:** We will avoid storing sensitive data such as credit card information on your WordPress site and instead use a third-party payment processor like PayPal or Stripe.

By implementing these measures, we can help improve the data security of your WordPress project and provide you with the peace of mind that your clients' and leads' information is being handled securely.

Sincerely,  
Ehtisham Ul Haq