

About Quickport CRM

Hyper-personal experiences. Simple, affordable AI. Scalable growth.

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Version: 1.0

Who We Are

Quickport CRM is a **compliance-first, AI-assisted customer relationship management platform** designed specifically for small and medium businesses, educational institutions, healthcare providers, and call centers. Built on **Laravel 12** with multi-tenant architecture, we deliver enterprise-grade CRM capabilities at affordable pricing—starting at just ₹199 *per month**

Our Mission

To democratize AI-powered customer engagement for Indian businesses by providing a secure, DLT-compliant, and cost-effective platform that scales from startup to enterprise.^{[2][4]}

Registration & Compliance

- **UDYAM Registration:** MH180408716
- **ISO/IEC 27001 Certification:** In progress (aligned to platform standards)
- **DLT Governance:** India-first with global rollout capability
- **DPDPA 2023 Compliant:** Adherence to India's Digital Personal Data Protection Act
- **CERT-In Aligned:** 180-day log retention, 6-hour breach reporting

What Quickport CRM Does

Quickport CRM unifies customer data, automates communication workflows, and delivers actionable insights through five progressive capability tiers—from **Foundation** to **Innovation**—ensuring businesses only pay for what they need.

Core Capabilities

1. Unified Customer Management

- 360° customer profiles with engagement history, financial records, and interaction timelines
- Light KYC integration (GSTIN, UDYAM, website verification)
- Multi-channel communication tracking (SMS, WhatsApp, Email)
- Appointment scheduling with automated reminders

2. DLT-Compliant Communication

- **SMS OTP:** E.164 formatted, DLT Template ID validated, with approved headers (QCKPRT)
- **WhatsApp Business API:** Tier 1-2 integration with Quickport WABA (controlled rollout)
- **Email OTP:** Two-step verification for enhanced security
- **Real-time Delivery Reports:** P50 ≤30s, P95 ≤120s latency tracking
- **Audit Trails:** Complete message logs with Template ID, header, variables, timestamps

3. Security & Access Control

- **JWT Authentication:** 7-day token expiry with Bearer header enforcement
- **Role-Based Access Control (RBAC):** Granular permissions via Spatie Laravel Permission
- **Multi-Factor Authentication (MFA):** Email + SMS OTP verification
- **Encryption:** AES-256 at rest, SSL/TLS in transit
- **Device Session Management:** Optional single-device enforcement

4. Automation & Workflows

- **Marketing Campaigns:** Template-based drips with DLT-approved messaging
- **Payment Reminders:** Razorpay/Instamojo integration with auto-receipt generation
- **Support Tickets:** SLA tracking with escalation rules
- **Lead Nurturing:** Segmentation, scoring, and automated follow-ups
- **Social Publishing:** Buffer/Zoho Social integration for multi-platform post

5. Analytics & Insights

- **Real-Time Dashboards:** OTP delivery rates, DLR success, SMS TPS, WhatsApp cap usage

- **Standard Reports:** ROI analysis, cohort performance, engagement metrics
- **Prometheus + Grafana:** Infrastructure monitoring with custom KPI alerts
- **Predictive Analytics (Intelligence Tier):** Churn prediction, CLV modeling, NBA recommendations

Technology Architecture

Frontend

- **Progressive Web App (PWA):** Installable, offline-capable, responsive design
- **Framework:** Livewire with Blade templates for rapid UI development
- **Accessibility:** WCAG 2.1 AA compliant with keyboard/screen reader support

Backend

- **Framework:** Laravel 12 with PHP 8.2
- **Multi-Tenancy:** StancI/tenancy for domain-based tenant isolation
- **Database:** MySQL 8.0 with tenant-specific schemas
- **Queue Management:** Redis-backed with Supervisor process control
- **API Architecture:** RESTful with rate limiting and structured error responses

Infrastructure

- **Hosting:** AWS EC2 (ap-south-1) with Nginx reverse proxy
- **Storage:** S3 for uploads with lifecycle policies (Glacier after 30 days)
- **CDN:** CloudFront for static asset delivery
- **SSL/TLS:** AWS ACM with automatic certificate renewal
- **Monitoring:** Prometheus + Grafana + CloudWatch

Third-Party Integrations

- **MSG91:** SMS/WhatsApp OTP delivery with DLT compliance
- **Razorpay/Instamojo:** Payment processing with webhook-driven credits

- **ViaSocket:** Workflow automation and webhook routing
- **Google Workspace:** Email, Calendar, Forms integration
- **Zoho/Airtable:** CRM data sync and backup

Five-Tier Pricing Model

Tier 1: FOUNDATION — ₹199*/month

Mission: Setup & Operate

Target: Education, Service Providers

Features:

- RBAC, MFA, encryption
- Mobile CRM dashboard
- Customer profiles & engagement history
- Appointments, reminders, confirmations
- Support tickets with SLAs

Tier 2: ENGAGE — ₹399*/month

Mission: Communicate & Retain

Target: Education, Healthcare

Features:

- All Foundation features
- Campaign management with templates
- Surveys, polls, reviews
- Loyalty & referral programs
- Lead capture & segmentation
- Social media publishing

Tier 3: AUTOMATE — ₹599*/month

Mission: Scale & Streamline

Target: Education, Service Providers

Features:

- All Engage features
- Marketing automation (drips, triggers)
- Email monitoring & auto-responses
- Real-time dashboards & alerts
- Standard analytics & ROI reports
- E-commerce integrations (cart recovery)

Tier 4: INTELLIGENCE — ₹799*/month

Mission: Anticipate & Personalize

Target: Call Centers, Healthcare

Features:

- All Automate features
- Predictive analytics (churn, CLV, NBA)
- Cohort & sentiment analysis
- GenAI assistants for agents
- Omnichannel orchestration (CDP-lite)

Tier 5: INNOVATION — ₹1,299*/month

Mission: Redefine & Lead

Target: Call Centers, E-commerce

Features:

- All Intelligence features
- Voice/IVR via Twilio/Exotel/Airtel IQ
- NLP-based voice bots (self-service)
- Call center console with QA dashboards
- GenAI workflow agents (autonomous ops)

- AR/VR metaverse experiences

***Prices are exclusive of applicable gateway or carrier fees.**

Industries We Serve

Education

- Student enrollment & onboarding
- Parent communication & fee reminders
- Class scheduling & attendance tracking
- Exam notifications & result publishing
- Alumni engagement & events

Healthcare

- Appointment booking & reminders
- Patient history & prescription tracking
- Lab report delivery
- Billing & insurance claims
- Telemedicine integration

Services (Coaching, Consulting, Salons)

- Booking management with calendar sync
- Service package subscriptions
- Automated follow-ups & feedback
- Loyalty rewards & referrals^l

Call Centers

- Agent desktop with unified customer view
- Call scripting & disposition tracking

- QA monitoring & performance dashboards
- Predictive dialer integration
- Voice bot self-service

E-commerce

- Cart abandonment recovery
- Order tracking & shipment updates
- Product recommendations
- Review solicitation
- Inventory alerts

Compliance & Security Framework

Data Protection (DPDPA 2023)

- Explicit consent capture with easy withdrawal
- Data Principal rights: Access, Correction, Erasure, Nomination
- Grievance Officer: Jidnyasa Gunjal (crm@quickport.co.in, +91 9422228848)
- 30-day response SLA for all data requests
- Cross-border transfer safeguards

Telecom Compliance (TRAI/DLT)

- Only approved DLT Template IDs and headers
- Service-Implicit category for transactional messages
- Pre-send validation with `{#var#}` placeholder checks
- Brand inclusion (QCKPRT) in all SMS
- CTA whitelisting for links/callbacks
- Complete audit trails per message

Cyber Security (CERT-In)

- 180-day log retention in India with synchronized clocks
- 6-hour breach reporting to CERT-In
- Forensic evidence preservation (system logs, corrective actions)
- Encryption at rest and in transit
- MFA for all administrative access

Financial Compliance

- PCI-DSS aligned payment processing (via Razorpay/Instamojo)
- Invoicing with auto-calculation
- Razorpay subscription webhooks for credit automation

Key Differentiators

1. Compliance-First Design

Unlike generic CRMs, Quickport is architected from day one for Indian regulations—DLT, DPDPA, CERT-In—with automated gates that prevent non-compliant sends.

2. Affordable AI for SMBs

Starting at ₹199*/month with GenAI capabilities at ₹799*/month, we bring enterprise AI features to businesses typically priced out of traditional CRM solutions

3. Multi-Tenant White-Label

Single codebase serves unlimited clients with custom domains (e.g., client.quickport.co.in or crm.clientdomain.com), enabling SaaS resale and agency models.

4. India-First, Global-Ready

Built for India's unique telecom, data protection, and payment landscape, with architecture ready for international expansion.

5. Progressive Capability Tiers

Businesses start with Foundation and upgrade as they grow—no feature bloat, no wasted spend

Roadmap & Innovation Pipeline

Q4 2025 (MVP - Foundation Tier)

- ✓ Mobile OTP (SMS + Email) with DLT compliance
- ✓ Customer profiles & engagement tracking
- ✓ Appointment scheduling
- ✓ Support ticket system
- ✓ Payment integration (Razorpay)

Q1 2026 (Engage + Automate Tiers)

- Campaign builder with template library
- Email monitoring & auto-replies
- Social media scheduler
- E-commerce cart recovery
- Basic analytics dashboards

Q2 2026 (Intelligence Tier)

- Predictive churn modeling
- Cohort analysis & sentiment tracking
- GenAI agent assistants (OpenAI via ViaSocket)
- CDP-lite unified profiles

Q3 2026 (Innovation Tier)

- Voice/IVR integration
- NLP voice bots for self-service

- Call center QA dashboards
- Autonomous workflow agents

2027+ (Enterprise Scale)

- AR/VR customer experiences
- Blockchain-based loyalty tokens
- Advanced ML model marketplace
- Multi-country DLT/GDPR engines

Why Choose Quickport CRM?

For Education Institutions

Streamline admissions, automate parent communication, track fees, and manage events—all from one platform with ₹199*/month pricing perfect for small schools, tutors, hobby classes.

For Healthcare Providers

Patient appointment reminders, prescription tracking, and billing automation—secure and compliant.

For Service Businesses

Booking management, automated follow-ups, loyalty programs, and payment tracking—grow revenue without adding staff.

For Call Centers

Agent desktop, predictive analytics, voice bot self-service, and QA monitoring—scale operations with AI assistance.

For E-commerce

Cart recovery, order tracking, product recommendations, and review collection—boost conversions and retention.

Getting Started

1. Sign Up

- Visit <https://quickport.co.in>
- Enter your business name, mobile (+91 format), and email
- Verify via two-step OTP (SMS + Email)
- Start with ₹50 Credit

2. Configure Your Workspace

- Add team members with role-based permissions
- Import customer data (CSV or API sync)
- Set up communication templates (DLT-approved)
- Connect payment gateway

3. Launch Campaigns

- Create your first SMS/WhatsApp/Email campaign
- Schedule appointments and reminders
- Track engagement in real-time dashboards
- Analyze ROI and optimize

4. Scale with Confidence

- Upgrade tiers as needs grow
- Add white-label domains for clients
- Enable advanced AI features
- Expand to voice and omnichannel

Support & Resources

Contact

- **Email:** crm@quickport.co.in
- **Grievance Officer:** Jidnyasa Gunjal
- **Mobile:** +91 9422228848
- **Website:** <https://quickport.co.in>

SLA Commitments

- **Uptime:** 99.5% monthly (Foundation-Automate), 99.9% (Intelligence-Innovation)
- **Support Response:** 24 hours (email), 4 hours (chat for paid tiers)
- **DLT Send Success:** $\geq 95\%$ on approved templates
- **OTP Delivery Latency:** $P50 \leq 30s$, $P95 \leq 120s$

Trust & Transparency

Open Architecture

API-first design with comprehensive documentation enables custom integrations and data portability—no vendor lock-in.

Data Sovereignty

All customer data stored in India (AWS ap-south-1) with contractual safeguards for cross-border processor compliance.

Privacy by Design

Consent-first UX, easy withdrawal, DSAR automation, and breach response drills ensure regulatory readiness.^[5]

Continuous Compliance

Quarterly audits, weekly KPI reviews, and automated policy validators keep us ahead of regulatory changes.^{[6][2]}

Vision Statement

"To empower every Indian business with AI-assisted customer intelligence, delivered affordably, securely, and compliantly—transforming how companies connect, communicate, and grow."

By 2027, Quickport CRM aims to serve **100,000+ businesses** across education, healthcare, services, and call centers, with **₹50 crore ARR** while maintaining our founding commitment to **compliance-first, India-first, and SMB-first** principles.

Document Prepared by: Quickport CRM Product Team

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Next Review: January 23, 2026

This refined "About Quickport CRM" document is now ready for your landing site with all requested changes applied.^{[1][3][5][6][2][4]}

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1. <https://www.quickport.co.in>
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4. Automations-to-be-implemented.pdf
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