



What is CRM?

Customer Control Centre enables businesses to more effectively manage the entire sales cycle, from lead generation to post-sales service and support. It enables Sales teams to capture and maintain up-to-date business data that will impact the entire sales process and your company's bottom line.

Customer Control Centre is used to automate the business tasks of sales while providing sales agents with access to contact details, appointments, sales opportunities, customer order history, order management, and much more, all in real time.

Customer Control Centre provides all members of a sales organization (field sales, inside sales, telemarketing, call centre, managers, and executives) with a detailed view of each customer relationship, ensuring better overall decision making, greater customer satisfaction, and increased revenues.

What can Customer Control Centre software do?

Customer Control Centre software can streamline processes while providing a complete view of client and agent information, including:

- Account Management
- Activity Management
- Contact Management
- Contract Management
- Lead Management
- Opportunity Management
- Pipeline/Forecast Management
- Relationship Management

What business problems can Customer Control Centre software solve?

A Start to Finish Solution

Streamlining processes, empowering employees, gaining business-specific insight, and giving management more business control become overriding factors that drive companies to implement a Customer Control Centre solution. A functioning CRM solution can track sales activities through the entire pipeline, from lead opportunity to post sales service and support. This insight allows management to adjust the

workforce, placing strategic personnel in critical positions as needed. It allows sales agents to respond to customer queries and issues in a timely manner across a variety of channels. CRM improves collaboration among sales divisions, enhances repeat sales opportunities, and provides management with a granular, real time view of ongoing sales activities, with a clear path to future opportunities. It allows a company to reduce the overall costs of acquiring, retaining, and growing its client base.

Customer Oversight

The Customer Control Centre (CCC) solution provides a central repository of data. Aside from helping the sales team sell, entering customer data one time into one place radically reduces workload and lessens the likelihood of data duplication and data errors.

In addition, CCC enables the tracking (logging) of all communications with each customer (calls, mail, Web, or e-mails) and automatically schedules dates for follow-up letters, renewals, phone calls, or client product updates. It also allows for better survey response rates and improved feedback management.

In general, using the Customer Control Centre solution, less time is spent on customer and administrative issues, thereby leaving more time for selling.

Benefits to any Business

By implementing a Customer Control Centre solution, companies move from an organizational focus to a customer-centric approach. With CCC, there is easier access to real time customer knowledge, such as business relationships, and decision makers.