



we make **CRM** easy

## Reduce accounting administration expenses and bill your customers accurately - every time

ezyCRM is a Customer Relationship Management system is a powerful Business Intelligence system that enables the business to know and analyse their Customers. It allows decentralized updating of client's data by our sales people, consolidating all the data in one location. This allows the company to know which

clients have been pitched to and their response. This saves time and effort by avoiding double work from our salespeople. Better follow up and support can be achieved as client history is captured in the system; it also allows better hand over of clients from one salesperson to another.

### IMPROVE LEAD QUALITY

- Capture higher quality leads with integrated web-to-CRM forms, convince visitors to provide their contact information.
- Qualify leads faster with easy-to-create mass email marketing campaign tools.
- Learn common characteristics of high-value customers.

### BUILD AN EFFECTIVE SALES PROCESS

- Automatic workflows for your sales process, improving the consistency and effectiveness of tasks.
- Great email campaigns can automate the lead qualification process. To ensure the leads get the right information at the right time, automatically.
- Reports provide better oversight of salespeople and pipelines, meaning fewer surprises, more tailored guidance, better goal completion, and improved client relationships.

### IMPROVE SALESPERSON PRODUCTIVITY

- Automatic configurable workflows for repetitive tasks to salespeople based on provided rules
- Aggregation of records enables salespeople to spend less time browsing and more time selling all accessible in one place

- Mobile applications enable your salespeople to access their records on the fly, even without an internet connection
- Role-based hierarchies eliminate clutter and enable salespeople to focus on their own tasks and customers
- Complete integration with conventional tools like Microsoft Outlook, makes the process of adapting to ezyCRM On Demand much simpler and more enjoyable
- Built-in CRM chat encourages collaboration and improved communication amongst team-members



## EXTEND YOUR MARKETING REACH

- Drip email marketing campaigns - qualify leads in ways that were otherwise impossible
- Web lead-capture forms - customize forms to put on your website that collect visitor information and feed them straight to your CRM

## UNDERSTAND YOUR CUSTOMERS AND YOUR ORGANIZATION

- Associate lists of leads with marketing campaigns to track the average amount spent per lead and campaign characteristics
- Know how much you're spending on your campaigns and how much you're getting out of them. If you spend \$400 on a marketing campaign assess whether wins from that marketing campaign are exceeding the \$400 spent on them
- Understand common characteristics of customers who buy from you to tailor and focus your marketing and sales efforts on leads who share those characteristics.

## INCREASE CUSTOMER SATISFACTION

- A Support Portal for a tailored support experience
- Tools to build support documentation and a customer FAQ
- No customer left behind - workflows to automate follow-ups

## PREDICT AND SOLVE ISSUES EARLY

- Easily accessible support resources - private customer portal, document management, and FAQ
- Rapidly accessible customer information - access customer histories to better understand their issues
- Build reports from customer support interactions and present them to product, marketing, and sales teams to resolve issues before they happen

## UNDERSTAND YOUR BUSINESS

Powerful reports build on customer, salesperson, and interaction data enables a better management decision making and a greater potential for improvement.

- Save time by and scheduling reports with formulas, charts and other complex features to run automatically
- Analytics and formulas help you understand how your business, its resources and processes are performing

## BETTER CUSTOMER RETENTION

As your products and service evolve, be ready to know which of your previous customers can benefit from new services or products that you provide

- Schedule followup dates to ensure that followups are performed with repeat customers
- Build reports to track current customers to understand where future sales opportunities might exist

# ezyCRM Features

## Hassle-Free

You do not need to fuss about getting it installed in your machine, or find out what windows or mac version is needed to run the software. Just launch your browser, key in your Username and Password and you are ready to go.

## One Price, No Obligations

Adding a team of salesperson into your business will not increase your cost for use for ezyCRM. You pay 1 price and anyone in your company can use it, without any further purchase for licenses or other hidden costs.

## Live Support in Your Time Zone

Have an issue that you need to solve as soon as possible? Or forgot how to execute a function that was covered in training? Just come online and talk to our friendly engineer who will help you when you need, in your time zone.

## Always Improving

ezyCRM is maintenance free from your side. We will upgrade and troubleshoot continuously. No more downloads, installation or data losses.

# ezyCRM Modules and Functions

## SALES

Sales force automation tools streamline the sales process by enabling managers and sales teams to organize leads, accounts and contacts; assess and prioritize opportunities; and oversee the sales pipeline and related analytics for forecasting, and much more.

## MARKETING

With ezyCRM's marketing tools you can stay a step ahead of your marketing campaigns with improved integration and oversight. ezyCRM has tools for campaign management, mass e-mail marketing, online lead generation and sign-up forms, and product management tools for specialized or organization-wide marketing needs.

## CUSTOMER SERVICE

Enterprise quality customer support & service require enterprise quality tools. ezyCRM provides ticket management systems, knowledge management systems, customer self service portals, reports, support statistics and much more to enable your organization's support team to meet the needs of even the most demanding customers.

## INVENTORY

ezyCRM extends beyond traditional CRM boundaries by offering complete sales cycle management, seamlessly integrating pre-sales and post-sales activities by linking inventory management functions (from products and price books to vendors, sales quotes, purchase orders, sales orders, and invoices) with CRM modules (leads, accounts & contacts, and opportunities).

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