

MAS CRM

Customer Relationship Management

MAS CRM – A Best Buy for SMBs! Regardless of industry, a key concern is not the lack of information collected, but rather accessibility to that information. MAS CRM helps cut through information silos within an organization, leveraging current technology investments to provide the right information to the right people at the right time.

The core MAS CRM suite combines Contact & Account Management, Sales Automation, Marketing Automation and Customer Service/Help Desk features to offer an unprecedented level of power and flexibility for organizations looking to move beyond simple, under-powered solutions.

“MAS CRM is cloud ready”



• MAS CRM Suite:

- Contact & Account Management
- Sales Automation
- Marketing Automation
- Customer Service
- Dashboard Analytics
- Organization Charts
- Built-In Project Management

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Benefits of a Customer Relationship Management



1. Stores Information in a Useful Way
2. Saves You Time and Costs,
3. Empowers Customers
4. More Efficient Customer Service
5. Better Communication Within Your Company
6. Increased Customer Satisfaction and Loyalty



MAS CRM features

CONTACTS & ACCOUNTS

- Customizable Dashboards
- Workgroup Calendaring & Scheduling
- To-Do's List
- Integrated E-Mail
- Resource Scheduling
- Attach Documents
- Integration with Microsoft Office
- Project Management
- Knowledge Base
- Global Search
- Analytics & Reporting

SALES AUTOMATION

- Opportunity Management
- Forecasting & Pipeline Analysis
- Sales Workflow Automation
- Lead Generation
- Team Selling & Management
- Dashboard Analytics
- Sales Stage Tracking
- Analytics & Reporting

MARKETING AUTOMATION

- Campaign Management
- ROI Analysis
- Data Mining
- Capture Leads from the Internet*
- Traditional Leads Importing
- Contact Group Management
- Letter Management



CUSTOMER SERVICE

- Open, Track & Resolve Support Incidents
- Unlimited Support Tickets Per Contact
- Quick View of Support Cycle
- Track Resolution Time & Costs
- Complete Customer History
- Automatically Convert

ORGANIZATION CHARTS

MAS CRM provides users a tool to model the often complex relationships between contacts within an account. In the Organization Chart window, users can see not only basic information like contact names, titles and roles, but also the organization's structure of managers and subordinates. In addition, relationships can be shown with partners, suppliers, vendors, strategic alliances, etc.

PROJECT MANAGEMENT

MAS CRM includes built-in project management features, including the ability to records Project. Tasks and sub-tasks can be created. Then activity records can be linked to these tasks, to record more specific information, including times, participants, resources and notes. Existing Project files can be imported into MAS CRM, or new files can be created and managed in Project.

ANALYTICS & REPORTING

- Customizable Dashboards
- Custom Fields & Views
- Management Analytics
- Statistical Analysis
- Configurable Graphs
- Ad-Hoc Reporting

“Provide Better Customer Service
CRM systems give businesses many strategic advantages such as the ability to personalize relationships with customers regardless of which employee is service them.

More business at lower cost equals more profit !!

A properly implemented CRM system can bring significant benefits to organizations.

MAS CRM mean the 3 P's, the complete consortium of people (employees, culture), procedures (way of doing business) and programs (supporting applications), not just an application running on a computer.



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