

Softland CRM//



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Ideal for achieving a competitive advantage by keeping loyal and satisfied customers, Softland CRM tool presents a proactive, customer-focused approach, by means of a quick Internet connection; which allows the company's top management and sales force to carry out strategic efforts.

Softland CRM allows you to manage different customer and lead databases in order to offer products and services, register business opportunities and establish commitments in order to thoroughly follow up leads.

By providing an easy management of all documents in digital format, this tool allows timely queries of customer's requests. Additionally, it interacts with Office Outlook to schedule commitments and send emails.

By fully integrating all the information of your commercial area and your customer's, it allows a centralized control of the actions taken and their progress, as well as the option of evaluating specific business opportunities. In this way, the information becomes a real asset for the company, instead of just an individual asset of each salesperson.

Interaction With Your Customers

With this system, each user will have access to a work screen with all the necessary information about the customer and the products to offer, that is to say, basic and commercial data, classification by attribute, quotes, previous conversations, sales within a period, customer's contacts, set commitments and others. This enables you to suitably respond to the needs of each business.

Evaluation Of Marketing Campaigns And Media

With Softland CRM you can manage different marketing campaigns and define call scripts for each one of them. In this way, the customers' answers can be entered online, which facilitates the analysis of marketing results. Furthermore, for incoming calls, it provides the possibility of identifying how customers learnt about the company or offered product. This provides the option of analyzing the effectiveness of the different media.

Customer Loyalty

Part of a business strategy is to accomplish customer loyalty, by strengthening the ties with them, based on the continuous satisfaction of their needs. This is achieved with timely information that allows for suitable decision-making.

Evaluation Of Leads And Closings

The possibility of evaluating the leads in relationship to their closing chances, knowing the leads generated by product type, as well as estimating possible sales amounts are some of the analysis offered by this business management system.



When closing a deal, quotes or sale notes are automatically generated and entered directly into the corresponding system for its subsequent management.

Queries/Reports

With Softland CRM you can do the following queries and reports:

- Sales/pending opportunities
- Management by transaction type
- Evaluation of marketing actions
- Management analysis per executive
- Commercial management efficiency
- Loss per concept analysis
- Parametric query of companies
- Query of customers that have not been contacted



Softland

Lo hacemos fácil

ERP BUSINESS SOLUTIONS
LEADER IN LATIN AMERICA

ABOUT SOFTLAND

Softland has branches in ten countries: Argentina, Chile, Colombia, Costa Rica, El Salvador, Guatemala, Mexico, Panama, Peru and Dominican Republic. It has representatives in: Bolivia, Ecuador, Nicaragua and Venezuela. With 35000 active customers in Latin America and more than 500 specialized professionals. Its philosophy "Think globally, act locally" allow them to develop worldwide strategies according to the characteristics of each country.

Its long experience and expertise in the world of business management solutions, has given it the chance of growing and offering the market the most competitive products.

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