



BatchMaster CRM

Maintain 360 degree information of your interaction with customers

Customer is the king, and this adage holds more significance in the era we live in than any other previous era. The customer today is more empowered than ever, more aware than ever, and enjoys more choices than ever. Quite rightly, today every sales-driven business understands that the key factor to success is customer satisfaction, and hence aspires to build personalized and long-lasting relationships with their customers. But with every customer being unique, it requires a different, 'one-to-one' approach on the organization's part to reach out to the customers based on their buying habits.

Also the businesses understand that in this age of competition, retaining the existing customers and adding new ones, engaging with leads and prospects, getting insights about the business, streamlining the sales process, and growing the business faster are all tough things to do. So how can they achieve all of that? The answer is with BatchMaster CRM – a standout solution that's embedded in BatchMaster ERP. It allows the different functions of a business to easily share information and route tasks to provide a seamless customer experience.

With BatchMaster CRM, the businesses are just a click away from their prospect, targets and customer's details, fulfilled/unfulfilled service commitments, deals gained, opportunities lost, task assignments and lot more. The fact that it is web-based allows the users flexibility and mobility as it can be accessed from any desktop or mobile device.

BatchMaster CRM

Take a look at its robust features below:

- Contact management
- Account management
- Sales management
- Lead management
- Sales pipeline management
- Reports & Dashboards
- Sales analytics
- Mobile CRM
- Salesforce automation
- Marketing automation
- Document Management
- Quote/Order management
- Customer service/Call center automation
- Task management
- Integration capabilities
- Email marketing integration

Benefits to the business

- 360-degree visibility over the customers and prospects with details of their demographics, contact information, transaction history, and support interactions, among others, being available at a single, centralized location so that it is easy to sort, store, and retrieve as needed.
- Quickly gather and save data even when you are on-the-go.
- Greater sales opportunities.

- Identification of hot leads and facilitation of strategies that allow spending time on the most promising leads.
- Valuable insights about the customers and the market behavior that help decode the trends, patterns and help strategize.
- Powerful analytics and reporting that drive sound, data-backed decision making.
- Improved sales forecasting through an efficient and transparent sales pipeline.
- Greater collaboration between the sales and the marketing teams.
- Simple, straightforward, and easy-to-use user interface.
- Easily adaptable solution to meet different industry-specific needs.
- Automates every aspect of business and cuts out time-intensive, repetitive tasks.
- Greater customer satisfaction that leads to better customer retention.
- Improved efficiency in serving the customers.
- Cost savings.
- Increased revenue and profitability.
- Better understanding of the customer needs.
- Streamlined sales process
- Competitor data
- Outlook Integration
- Phasewise reports
- Daily Task/Todos/Activity recording.
- Won/Lost information

About BatchMaster Software

BatchMaster Software is one of the market leaders in offering enterprise software solutions for the process manufacturing industries. Through a vast industry experience with over 2500 implementations worldwide, BatchMaster clearly understands the unique industry challenges and offers ERP solutions that support industry-specific functionalities and handle critical processes of the micro-verticals. BatchMaster empowers the organizations streamline their operations, reduce wastage, bring down costs, increase profits, improve compliance and manage safety to keep their customers happy and satisfied.

For more information please contact:

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