

Customer Relationship Management (CRM) Solution



How do you command the loyalty of your customers in a competitive market? How do you achieve an increase in sales? To help you answer these questions, we, at Tata Consultancy Services (TCS), offer our iON Customer Relationship Management (CRM) Solution. Our solution assists you with the different activities necessary to manage your customers better and cater to their requirements. iON CRM helps you with various aspects of sales and marketing and lets you build a strong network of loyal customers to support your business growth.

Overview

In a bid to track customer data, enterprises involved in CRM activities are careful about manually-intensive, slow processes. There is also a need to be watchful about accidental bypassing of crucial tasks and information. Enterprises, therefore, seek to deploy the right tool to manage the CRM activities efficiently, to gain from a positive impact on customer satisfaction and the resulting patronage.

Our on-demand CRM solution integrates all the customer-related information in your company and gives you a 360-degree view of customers to understand their behaviour and needs. A web-based solution that automates your CRM operations, our offering manages the CRM workflow and aligns your sales and marketing strategies to

business goals. Eliminating unproductive activities, the solution quickens processes, minimises errors and helps increase sales and cash in-flow.

Our secure, highly configurable, cost-efficient and scalable web-based solution also comes with:

- A strong business analytical layer;
- Instant and easy deployment features;
- A user-friendly interface;
- Configurable workflow.



iON CRM Solution Overview

Benefits

Our comprehensive solution brings in not only CRM functionalities, but also the provision of assigning, scheduling and tracking of marketing campaign activities and measuring their performance. Allowing access to customer data in real-time, the solution helps you:

- Increase customer satisfaction and consequently, customer loyalty;
- Leverage cross/ up-selling opportunities to increase revenue per customer;
- Spot hidden sales opportunities;
- Automate and enhance sales and service activities;
- Ensure that all sales activities are completed on time;
- Increase sales closure rates;
- Enjoy continuous feature enhancements.

iON CRM Solution – Functionalities

Centralised administration

- Capability to define organization specific nomenclature.

Client management

- Individual client and business client creation: Creates client profiles through various interaction channels at multiple stages of customer lifecycle management. Enables capturing of profiles relevant to a particular customer;
- Individual client and business client lifecycle management: Provides for communication with the customer from time-to-time, and provides tracking and updating services;
- Individual client and business client analysis: Analyses customer's changing needs and preferences and classifies customers based on profile.

Lead management

- Lead capture: Allows management of lead. Campaigns are used to trigger the sources for lead generation, which become the channel for the customer to reach the organisation. Once the customer shows interest, the information is captured and then consolidated. Leads can also be imported directly from external sources such as the web;
- Lead conversion: Converts lead into a client when purchase interest is shown after communication;
- Lead analysis: Analyses sources including maximum leads, conversion rates, etc.

Campaign management

- Planning management: Shortlists campaigns based on segmentation and past trends, sets budgets and compares with actual and finalises the channel to execute the campaign;

- Member management: Defines the target audience;
- Execution management: Sends mailers, which include existing leads and contacts;
- Campaign analysis: Involves real-time tracking of campaigns and monitoring the effectiveness of campaigns.

Contact management

- Contact creation: The contact may or may not be tagged to a client. This includes contact details of individual as well as business clients with several accounts;
- Contact analysis: This includes analysing contacts in the system or client-wise.

Case management

- Capture case: A case is a detailed description of a customer's feedback, problem or question. Customer issues are tracked and solved;
- Case processing: This includes handling complaints in the best way possible to satisfy customer queries, defining workflow to handle critical cases and tracking response time to such cases;
- Case analysis: After capturing and analysing cases, it is vital to make effective changes to increase efficiencies, develop and improve products and services and ensure competitive advantage;
- SLA management: SLA can be managed based on following three factors - Contact type of customer, Service class and Support type committed to the customer.

Communication management

- Emails and SMS: Provides the ability to send scheduled emails and SMS;
- Status: Allows you to check the communication status anytime.

Daily communication

- Provides automated daily communication to segmentation and target group.

Appointment scheduler

- Appointments: Provides the ability to create new appointments. Booked appointments may be cancelled, rescheduled, or reconfirmed;
- Manage appointments: Provides a dynamic diary view calendar to manage appointments easily and effectively;
- Waitlist management: Provides the ability to manage and confirm waitlisted appointments.

Why iON

iON provides comprehensive solutions that address varied IT requirements. From network to ERP, iON is offered as a single service, in a pay-per-use model, allowing you to leverage the solution's true potential. iON ensures integration of all processes along with ease of use.

iON promises:

- **High performance in normal broadband;**
- **Stringent security and data privacy;**
- **Guaranteed availability (99 per cent uptime);**
- **Disaster recovery;**
- **Reduced need for IT staff.**

iON, therefore, manages your processes while you use the software. You gain from:

Integrated solutions

We ensure that all your solutions are connected. For example, if you are using a CRM along with an ERP, and have a document management system to organise your files, we ensure that these solutions are connected and work as one. So for you, it is simply IT and not applications.

Increased agility

We bring in the agility to keep pace with changing processes or a new line of business. We help you configure the processes to work differently or simply choose new practices recommended by the software. Our activation system flags on best practices while the system is running. As you pick and choose, we give you more options to choose from.

A pay-as-you-use model

This model eliminates capital investment as we provide the IT infrastructure and software on rent. You pay as you use and only for the number of users who actually use the software. The rent is charged monthly. Typically, the cumulative rental for three years is equal to the capital cost of acquiring similar or lesser software with one-time payment. Usually, the ROI exceeds rental within three months, when best practices are well followed. The rental includes maintenance and training, with no hidden costs.

Personalised solutions

Although this is a cloud service, the software is configurable to each business. You will always get the flavour of your own business by picking and choosing what processes you would need.

Automatic upgrades

We continuously invest in our solutions to ensure best practices. We enrich the software based on user feedback and business and statutory changes. We ensure the upgrade without disrupting the user.



TATA CONSULTANCY SERVICES

Hardware + Network + Software + Services

About iON

iON is Tata Consultancy Services' strategic unit for Small and Medium Business. iON provides end-to-end business solutions to the SMB segment, the growth engine of the economy. iON caters to the needs of multiple industry segments with best practices gained through TCS' global experience, domestic market reach, skills, know-how and delivery capabilities.

For more information, visit us at www.tcsion.com

Contact

To know more about the iON Customer Relationship Management (CRM) Solution,

Toll Free Number 1800 209 6030

Email ion.salesexpert@tcs.com

About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled infrastructure, engineering and assurance services. This is delivered through its unique Global Network Delivery Model™, recognized as the benchmark of excellence in software development. A part of the Tata Group, India's largest industrial conglomerate, TCS has a global footprint and is listed on the National Stock Exchange and Bombay Stock Exchange in India.

For more information, visit us at www.tcs.com

IT Services
Business Solutions
Outsourcing