

## Customer Relationship Management Small and Medium Business

How do you command the loyalty of your customers in a competitive market? How do you achieve an increase in sales? We at Tata Consultancy Services (TCS) help you answer these questions with our Customer Relationship Management (CRM). Our solution assists you with the different activities necessary to manage your customers better and cater to their requirements. It 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

Performing CRM activities manually slows down processes and poses a challenge in tracking customer data. It could also result in accidental bypassing of crucial tasks and information. This could in turn, translate into customer dissatisfaction and possibly, a loss of sale.

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 needs. A web-based solution that automates your CRM operations, it manages the CRM workflow and aligns your sales and marketing strategies to business goals. Eliminating unproductive activities, it quickens processes, minimizes errors, and helps increase sales and cash in-flow. The solution helps you with functions such as:

- Campaign management;
- Lead management;
- Account management;
- Contact management;
- Task and communication management;
- Feedback management.

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

- A comprehensive and fast search facility;
- Instant and easy deployment features;
- A user-friendly interface;
- An approval-based workflow to assign clients to territory-defined sales people.

### Benefits

Our solution does not limit its functionality to customer relationship management. It also assigns, schedules, and tracks marketing campaign activities, and even measures their performance. Allowing access to customer data in real-time, it helps you:

- Increase customer satisfaction and consequently, customer loyalty;
- Leverage cross-selling and 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;
- Continuous feature enhancements.

## Why TCS

At TCS, we use our expertise and experience to create apt and cost-efficient technological solutions to cater to your needs. Partnering with us, you benefit from:

- Integrated services. This includes hardware, software, and network solutions, suited to your business needs.
- Reduced IT costs. The 'build-as-you-grow', 'pay-as-you use' business model helps you gain cost-efficiency, thus freeing capital to build the business.
- Comprehensive support. We take complete ownership of running the IT infrastructure and deploying solutions, without expending your in-house talent.

## About Tata Consultancy Services (TCS)

Tata Consultancy Services is an IT services, business solutions and outsourcing organization that delivers real results to global businesses, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled services 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 over 143,000 of the world's best trained IT consultants in 42 countries. The company generated consolidated revenues of US \$6 billion for fiscal year ended 31 March 2009 and is listed on the National Stock Exchange and Bombay Stock Exchange in India. For more information, visit us at [www.tcs.com](http://www.tcs.com)

## Contact

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