Why iON
iON provides a comprehensive solution that addresses critical requirements of your organization. From hardware, network to ERP, iON offers an all-in-one service. A pay-as-you-use model, allowing you to leverage the solution true potential to your business needs. iON ensures integration of all processes along with ease of use of the software.
You gain from:
Integrated solutions
We offer single-window IT with a pre-integrated hardware, software and services. We ensure that your functions are digitized, automated and connected. For example, if you are using a CRM solution along with a core ERP (like Manufacturing), and have a document management system to organize supporting files and an HRMS, we ensure that these solutions are connected and work as one. This allows you to perform various tasks based on your business parameters. The solution is configurable to each business. You will always get personalized solutions.

Personalized solutions
Although iON is a cloud solution, the software is portable or compatible to each business. You will always get the value of your business by picking and choosing which processes you would need. Furthermore, the multilingual capability of the software allows you to customize the solution's label names to read in vernacular languages (like Hindi, Marathi, Tamil) enabling users to learn and operate the solution with ease.

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 as you currently do on the software and allow you to choose industry best practices based on your business parameters. The solution gives you increased convenience allowing you to perform various tasks from your mobile device, no matter where you go. This gives you increased convenience allowing you to perform various tasks, no matter where you go.

Automatic upgrades
We continuously invest in our solutions to incorporate best practices. The software is constantly enriched based on user feedback and industry and statutory changes. You will get the upgrades without disrupting your business operations or any additional cost. Being in perpetual beta ensures that there is no technology obsolescence.

Enhanced Business Continuity
Our solution offers optimal performance in normal broadband connectivity along with a stringent security mechanism to ensure your data privacy is maintained. The capacity of the solution grows with your increasing computing needs and reduces the need for IT staff. The solution is resilient to failures as the service works from back-up data centers in the event of a disaster ensuring continuity of business operations.

A pay-as-you-use model
Our model eliminates capital investment up-front as we facilitate procurement of the IT infrastructure and software on rent for the duration of the contract. Additionally, you only pay for the number of users who actually use the software. Thus, you pay as you use on a monthly basis which includes maintenance and training. Typically, the ROI exceeds rental within three months, when best practices are followed.

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Overview

In a bid to track customer data, enterprises, involved in CRM activities are always on the lookout for a solution that can help them manage their CRM operations, efficiently. With CRM operations, our offering manages customer relationships and helps you build a strong network of loyal customers to support your business growth.

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. Accessing customer data in real-time, the solution helps you:

- Increase customer satisfaction and consequently, customer loyalty
- Leverage crisis: re-sell opportunities to increase revenue per customer
- Spot hidden sales opportunities
- Automate and enforce sales and service activities.

Ensuring that all sales activities are completed on time.

In addition to the above features, our CRM solution supports the following three factors; contact type of a customer, communication with the customer from time to time, and provides tracking and updating services.

Features

- Individual client and business client analysis: Analyzes customer's changing needs and preferences and classifies customers based on profiles.
- Lead Management:
  - Lead capture: Allows management of leads. Campaigns are used to trigger the source for lead generation, which becomes the channel for the customer to reach the organization. Once the customer shows interest, the information is captured and then consolidated. Leads can also be imported directly from external sources such as the internet or web portal.
  - Lead conversion: Converts leads into clients when purchase interest is shown after communication.
  - Lead analysis: Analyzes sources including maximum leads, conversion rates, etc.
- Opportunity Management:
  - Shortlists campaigns based on segmentation and past trends, set budgets and compare with actual and finalize the changes.
  - Opportunity management: Defines the target audience.
  - Campaign analysis: Involves real-time tracking of campaigns and monitoring the effectiveness of campaigns.
- Contact Management:
  - Contact creation: The contact information 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 analyzing contacts on the system or client-wise.
- Case Management:
  - Capture case: A case is a record of the detailed description of a customer's feedback, problem or question so that it can be tracked and closed. This is also referred to as a lead or leads query, feedback can be captured and tracked.
  - 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 for each case.
- Contact analysis: Analyzing cases enables you to make effective changes to increase efficiencies, develop and improve products and services to ensure competitive advantage.
- Service Level Agreement (SLA) management:
  - SLA can be managed based on the following three factors: contact type of customer, service class and support type committed to the customer.
  - Auto customisation notification: To keep customers and users updated about the status of the problem logged.

Appointment Schedule:

- 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.
- Email and SMS Feedback Management:
  - Email feedback: Provides an email to the customer, user or any other interested party to give feedback.
  - SMS feedback: SMS feedback.
- FieldForce Automation

- Policy management: Allows users to define policy for a designation. Allowance can be defined using the policy module like daily allowances, travel allowances, etc.
- Monthly work plan: Allows management to define work for the next month.
- Stock and sales management: Allows sales teams to track inventory of stockists and to calculate secondary sales of a product.
- Daily Worklist (DWS): Allows sales team to capture every day activities like client calls, meetings, etc. Sales teams can also capture transaction details of a product for clients like personal order booking, order value, sample gives, etc.
- Auto claims and bulk claims: Auto calculation of claims as per defined policy. Thus, helping in easy settlement of claims.

In addition to the above features, our CRM solution has a strong analytics layer catering to several business needs.

Following are the reports available:

- Customer and lead management
- Opportunities management
- Case management
- Appointment management
- Daily worksheet
- Stock and sales statement
- Email feedback
- SMS feedback

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 the 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. The iON CRM Solution helps you with various aspects of sales and marketing and lets you build a strong network of loyal customers to support your business growth.
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Overview

In a bid to track customer data, enterprises implement CRM activities to avoid manually intensive, dull processes. There is also a need to use CRM to avoid accidental bypassing of crucial tasks and information. Enterprises, therefore, work to deploy the right tool to manage CRM activities efficiently, to gain from improved 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 your customers to understand their behavior and needs. A web-based solution that automates your CRM operations, our offering manages the CRM worldwide and aligns your sales and marketing strategies to business goals. Eliminating redundant activities, the solution purifies processes, restores errors and helps increase sales and cash inflow. Our secure, highly configurable, cost efficient and scalable web-based solution also comes with:

- A strong business analyst layer
- Instant and easy deployment features
- A user-friendly interface
- Configurable workflows

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 crisis-ready selling opportunities to increase revenue per customer
- Spot hidden sales opportunities
- Automate and enforce sales and service activities
- Ensures that all sales activities are completed on time
- Increase sales closure rates
- Enjoy continuous feature enhancements

iON CRM Solution – Functionalities

Centralized Administrative

- Equality to define organization-specific nomenclatures
- Client Management

- Individual client or business client creation: creates client profiles through various interaction channels, at multiple stages of customer lifecycle. Enables capturing of profile relevant to a particular customer
- Individual deal or business deal lifecycle: Provides for communication with the customer from time-to-time, and provides tracking and updating services
- Case Management

- A case is a record of the problem logged. Thus, helping in easy and effective resolution
- SLA can be managed based on defined using the policy module like daily, weekly, etc.
- Allows sales teams to

Campaign Management

- Shortlists campaigns based on segmentation and past trends, sets budgets and compares with actual and finalizes the channel of campaign execution
- Matching management: Defines the target audience
- Campaign analysis: Involves real-time tracking of campaigns and monitoring the effectiveness of campaigns
- Contact Management

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

Field Force Automation

- Policy management: Allows users to define policy for a designation. Allows users to define using the policy module like daily allowances, travel allowances, etc.
- Weekly report plan: Allows management to define work and hour plan of sales staff
- Stock and sales management: Allows sales teams to track inventory of stockists and to calculate secondary sales of a product
- Daily Worksheet (DWS): Allows sales teams to capture every day activities like client calls, meetings, etc. Sales teams can also capture transaction details of a product for clients like personal order booking, order value, sample gives, etc.
- Auto calls and bulk calls: Auto calculation of claims as per defined policy. Thus, helping in easy settlement of claims.

In addition to the above features, our CRM solution has a strong analytics layer catering to several business needs. Following are the reports available:

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An overview of the iON CRM Solution

- Individual client and business client analysis: Analyses customer’s changing needs and preferences and classifies customers based on profile
- Lead Management

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- Case processing: This includes handling complaints in the best possible way to satisfy customer queries, defining workflow to handle critical cases and tracking response time for each case
- Case analysis: Analyzing cases enables you to make effective changes to increase product efficiency, develop and improve products and services to ensure competitive advantage
- Service Level Agreement (SLA) management: SLA can be managed based on the following three factors; contract type of customer, service-class and support type committed to the customer
- Auto-customized notifications: To keep customers and users updated about the status of the problem logged

Appointment Scheduler

- Appointments: Provides the ability to create new appointments. Booked appointments may be cancelled, rescheduled, or reordered
- 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
- Email and SMS Feedback Management

- Configurable email feedback can be sent to customers on service appointment confirmations, thus allowing organizations to capture customer satisfaction
- SMS can be configured and sent to customers on events like booking, service consumption, product purchase, etc.
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  - Lead analysis: Analyses sources including maximum leads, conversion rates, etc.
- Campaign Management:
  - Shortlists campaigns based on segmentation and past trends, sets budgets and compares with actual and finalizes the shortlist for campaign execution.
  - Member management: Defines the target audience.
  - Campaign analysis: Involves real-time tracking of campaigns and monitoring the effectiveness of campaigns.
- Contact Management:
  - Contact creation: Creates client profiles through various interaction channels, at multiple stages of customer lifecycle management.

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- Individual client and business client analysis: Analyses customer’s changing needs and preferences and classifies customers based on profile.
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iON provides a comprehensive solution that addresses IT requirements of your organization. From hardware, network to ERP, iON offers as a single service, a pay-as-you-use model, allowing you to leverage the solution true potential as your business grows. iON ensures integration of all processes along with ease of use of the software.

You gain from:

Integrated solutions

We offer single-window IT with a pre-integrated array of hardware, network and software. Services. We ensure that your functions are digitized, automated and connected. For example, if you are using a CRM solution along with a core ERP (in a Manufacturing) and have a document management system to organize contracts and agreements, then these solutions are connected and work as one. To pick just one, our document management system is connected to IT and multiple applications. Integrated applications that provide a comprehensive view of business enabling better decision-making.

A pay-as-you-use model

Our model eliminates capital investment upfront as we facilitate procurement of the IT infrastructure and software on rent for the duration of the contract. Additionally, you only pay for the number of users who actually use the software. Thus, you pay as you use on a monthly basis which includes maintenance and training. Typically, the ROI exceeds rental within three months, when best practices are well followed.

Personalized solutions

Although iON is a cloud service, the software is configurable to each business. You will always get the flavor of your business by picking and choosing what processes you would need. Furthermore, the multilingual capability of the software allows you to customize the solution labels to read in vernacular languages (like Hindi, Marathi, Tamil etc) enabling users to learn and operate the solution with ease.

Integrated applications

We continuously invest in our solutions to incorporate best practices. The software is constantly enriched based on user feedback and industry and statutory changes. You will get the upgrades without disrupting your business operations or any additional cost. Being in perpetual beta ensures that there is no technology obsolescence.

Automatic upgrades

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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 as per your business requirements. For example, if you are using a CRM solution along with a core ERP (e.g Manufacturing), and have a document management system to organize your work orders, iON ensures that these solutions are connected and work as one.

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About iON
TCS iON is a strategic unit of Tata Consultancy Services focused on Small and Medium Businesses. It has an extensive portfolio of integrated IT and software engineering services, such as integration, hosted solutions, cloud services, analytics, and assurance services. This is delivered through its unique Global Network Delivery Model, recognized as the benchmark of excellence in software development and delivery. It is part of the Tata Group, India’s largest private sector conglomerate.

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

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TCS iON caters to the needs of multiple industry segments, through innovative, easy-to-use, secure, integrated, hosted solutions across multiple industries. For more information, visit us at www.tcsion.com.

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