tcs iON

TCS iON CRM

TCS iON CRM solution helps your organization with various aspects of sales and marketing. It enables you to build a strong network of loyal customers to support business growth across pre-sales, sales and post-sales activities through different modules available in the solution.

From lead capturing by launching campaigns, to converting those leads into clients, the application covers the entire customerrelationship process end-to-end. It also allows you to assign, schedule and track marketing campaign activities and measure their performance.

Features

End to end campaign management

to track leads generated during marketing campaigns and capture on expenses incurred to be analyzed for future campaign.

Task management

to enable sales teams to design calendar for each lead, with date wise tasks for every lead, client and opportunity and a complete snapshot of planned or unplanned tasks with status.
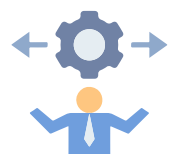
Case management

with a ticketing tool to capture key post-sales suggestions, grievance or feedback from clients and take appropriate and timely action to address concerns.

Lead management

to manage and track leads generated through various marketing and inside sales activities. It allows you to capture personalised information about leads and record all the communication for reference and analysis.
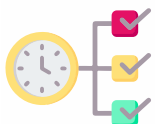
Opportunity management

to enable sales teams to track all offerings made to prospects as well as existing customers and close a sale as soon as the opportunity is identified. Get on demand reports to track sales cycle time, from lead capture to sales closure and get data on which salesperson generated the most leads, masons for drop and more.

Benefits

Increase customer satisfaction and loyalty with the case management module that helps you track customer complaints by setting rule-based responses and resolution timelines. In addition, ticket updates can be sent to customers via SMS / email notifications.

Increase top line by leveraging cross/up-selling opportunities for higher revenue per customer. Track multiple opportunities separately for each lead / prospect till closure using defined opportunity stages, drop reasons, etc.

Get complete and analytical view of customers at a single location with the 360-degree screen to view details of client preferences, appointments, billing, sales and opportunity.

Automate and enhance sales and service activities by planning your activities using task management. Get to-do-lists in your mailbox, design, schedule and get defined reports using automated emails and wish your customers on their birthdays using automated email configurations.

Complete all sales activities on time with a monthly work plan to be created by sales managers for their sales teams. Track the plan on a daily, weekly and monthly basis.

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

For further enquiries, please contact us at **enquiry.tcsion@tcs.com | 1800 209 6030**

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