



ENTERPRISE  
SOLUTIONS



**SRIT**

Software Solutions

**SimpleRM**

SimpleRM is a web-centric, integrated suite of eCRM applications that includes contact, account, opportunity, lead, and partner management, marketing and telemarketing, customer service, knowledge management and business intelligence. It also integrates easily with back-office applications such as accounting and order management systems to provide a complete view of your customers and partners.

Further, SimpleRM provides a host of benefits to customers through its offerings.

- ✓ Seamlessly brings together information coming from all customer and partner touch-points – email, web chat, web forms, telephone, IVR and fax—so you can provide personalized service without the hassle of piecing information together from different applications
- ✓ Provides easy-to-use tools to quickly create sophisticated business process flows so you can adapt to—even anticipate—changes in your business environment, customer preferences or competitors' strategies without the need for programming
- ✓ Converts data...to information...to knowledge, in a real-time "dashboard" that enables you to keep your finger on the pulse of your business. With up-to-the-minute, accurate business intelligence, your decision making can be swifter, more proactive and more flexible

Additionally, SimpleRM provides secure, permission-based access to data for individuals, departments, remote offices and partners so your business can leverage the power of shared information without exposing irrelevant or sensitive data. You configure security to achieve the best balance from among the needs of managers, users and partners.

### **Sales:**

Supports key functions such as contact management, opportunity management, forecasting and a 360-degree view of all customer accounts and interactions

- ✓ Automate and organize sales force activities for focused selling and closing
- ✓ Synchronize your calendar, to-do items and contacts with Microsoft Outlook so you can access your key accounts when you can't access the Web



## Marketing:

- ✓ Detailed schedules & tasks
- ✓ Maintain contact lists & activity logs
- ✓ Automatic association with leads, accounts or contacts
- ✓ Manage product & resources information
- ✓ Hot buttons for more frequently used functions
- ✓ Alerts
- ✓ Quick notes

## Channel Management:

Supports functions such as campaign management and analysis and customer demographic analysis

- ✓ Create prospect lists using an advanced filtering capability
- ✓ Easily import prospect lists from third-party sources
- ✓ Create email blasts through mail merge and telemarketing scripts for phone campaigns
- ✓ Automatically pass leads to appropriate Sales Agents to ensure traceability to originating campaigns

## Customer Service:

Provides an efficient workflow and easy access to information while synchronizing customer data across all communication channels

- ✓ Provide self-service and assisted service to optimize resources
- ✓ Create configurable task lists for consistency in coaching CSRs
- ✓ Effectively schedule CSRs by analyzing when and how customers contact you

## Partner Management:

Track and analyze sales made by partners, and track contacts associated with VARs, dealers, distributors and other channel partners

- ✓ Configure partner access to restricted information
- ✓ Auto-route opportunities and incidents to partner representatives

## eBusiness:

Supports self-service, personalization and click-to-chat features

- ✓ Create customer-centric web pages and customize representatives' screens
- ✓ Enable customers and partners to generate and track support requests from your website



**CMMI DEV / 5**<sup>SM</sup>  
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Since its inception in 1999, SRIT has strived for excellence and thoroughness in the IT sector, with the goal to harness the potential technology has to permeate an industry and transform it at every level. We focus on verticals where large-scale operations and process lifecycles can be streamlined via a single technology, thereby enabling that domain to accomplish exponentially more than it was previously capable of doing. As such our primary focus is on transforming industries such as healthcare, governance and telecom and automate them from start to finish, such that their benefits ripple out to a far greater number of people in a much shorter span of time.

We've been recognized as 2015's 'Brand of the Year' for Healthcare Managed Services by Silicon India. We are a CMMi DEV/5 company as well as the world's first SSE-CMM Level 5 assessed IT company.

## Get in Touch

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