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**HRM**



**CRM**



**CAMPUS  
MANAGEMENT**



## CRM: In the endeavor of Strengthening your Client Relations

CRM is the Customer Relationship Management tool, a solution that takes care of the cardinal share of your business, ie your customer. A winning reputation and name is what your organization and your people get from CRM.

### CRM Modules

The modules of CRM is so steadily integrated that, they help you build good business relations with your customers, making your service a reliable one, by which you start fetching sound result and agile upshots.

### CRM Sales Force Automation

- Fine-tuning your sales performance
- Allows sales representative to track and share contacts and opportunities
- Manage and up sell into existing accounts, and forecast revenue
- Monitor performance through dashboards
- Manage quotes and contracts

### CRM Marketing Automation

- Create and execute campaigns across marketing channels
- Captures leads directly into CRM System
- Detailed views into campaign effectiveness across marketing and sales stages
- Benchmark campaigns to identify campaigns that can produce the most revenue



## Lead Management

- Manage leads end-to-end (from creating leads to converting them into opportunities)
- Capture leads directly from your Web site and transfer to CRM
- Qualify leads to next stage based on information captured in lead details

## CRM Inventory Management

- Achieve seamless integration between pre-sales and post-sales activities
- Manage organization-wide products
- Associate products with other modules for a better 360 degrees view
- Import product details from other applications

## Reports and Analytics

- Pre-build reports for Sales Force Automation
- Sales pipeline analysis by stage
- Performance Analysis

## CRM Customer Support

- Understand the grievances and troubles of your customers
- Measure the responsiveness of customer support
- Create customer support statistics to plan for a better customer support process.
- Reduce the number of inbound support calls by offering a self-service environment