

Enterra CRM

Customer Relationship Management (CRM) includes the methodologies, strategies, software, and web-based capabilities that help an enterprise organize and manage customer relationships. It is the collection and distribution of all data to all areas of the business. EnterraCRM allows organizations to better manage their customers through the introduction of a reliable system, processes and procedures for interacting with those customers.

EnterraCRM focuses on service automated processes, personal information gathering, information processing, and self-service. It attempts to integrate and automate the various customer service processes within a company.

Implementing CRM

A successful CRM strategy cannot be implemented by simply installing and integrating a software package, a holistic approach is needed. This approach may include training of employees, a modification of business processes based on customers' needs and an adoption of relevant IT systems (including software and maybe hardware) and/or usage of IT services that enable the organization or company to follow its CRM strategy.

Purposes of Customer Relationship Management

EnterraCRM, means managing all interactions and business with customers. This includes, but is not limited to, improving customer service. With EnterraCRM you will acquire customers, service the customer, increase the value of the customer to the company, retain good customers, and determine which customers can be retained or given a higher level of service. EnterraCRM can improve customer service by facilitating communication in several ways:

- Information and technical assistance accessible 24 hours a day, 7 days a week.
- A strategy specifically designed to satisfy individual requirements and expectations of customers.
- Provide a fast mechanism for managing and scheduling follow-up sales calls.
- Provide a mechanism to track all points of contact between a customer and the company.
- Help to identify potential problems quickly, before they occur.
- Provide a user-friendly mechanism for registering customer complaints and problems and a mechanism for their handling.
- Provide a fast mechanism for managing and scheduling maintenance and on-going support (improve efficiency and effectiveness).

Improving customer relationships

EnterraCRM is able to improve customer relationships. This is so because:

- EnterraCRM can track customer interests, needs, and habits as they progress through their life cycles, and tailor the marketing effort accordingly. This way customers get exactly what they want as they change.
- Track customer product use as the product progresses through its life cycle, and tailor the service strategy accordingly. This way customers get what they need as the product ages.
- It helps coordinate the conflicting and changing criteria of its members.

- EnterraCRM helps ensure repeat purchases, improve customer relationships, increase customer loyalty, decrease customer turnover, decrease marketing costs (associated with customer acquisition and customer "training"), increase sales revenue, and thereby increase profit margins.
- EnterraCRM enables sales people to achieve this one on one approach to selling and can automate some elements of it via tailorable marketing communications.

However, all of these elements are facilitated by or for humans to achieve - CRM is therefore a company-wide attitude as much as a software solution.

Technical functionality

EnterraCRM solution is characterized by the following functionality:

- scalability - the ability to be used on a large scale, and to be reliably expanded to whatever scale is necessary.
- multiple communication channels - the ability to interface with users via many different devices (phone, internet, etc)
- workflow - the ability to trigger a process in the backoffice system, e. g. Email Response, etc.
- assignment - the ability to assign requests (Service Requests, Sales Opportunities) to a person or group.
- database - the centralized storage (in a data warehouse) of all information relevant to customer interaction
- customer privacy considerations, e.g. data encryption and the destruction of records to ensure that they are not stolen or abused.

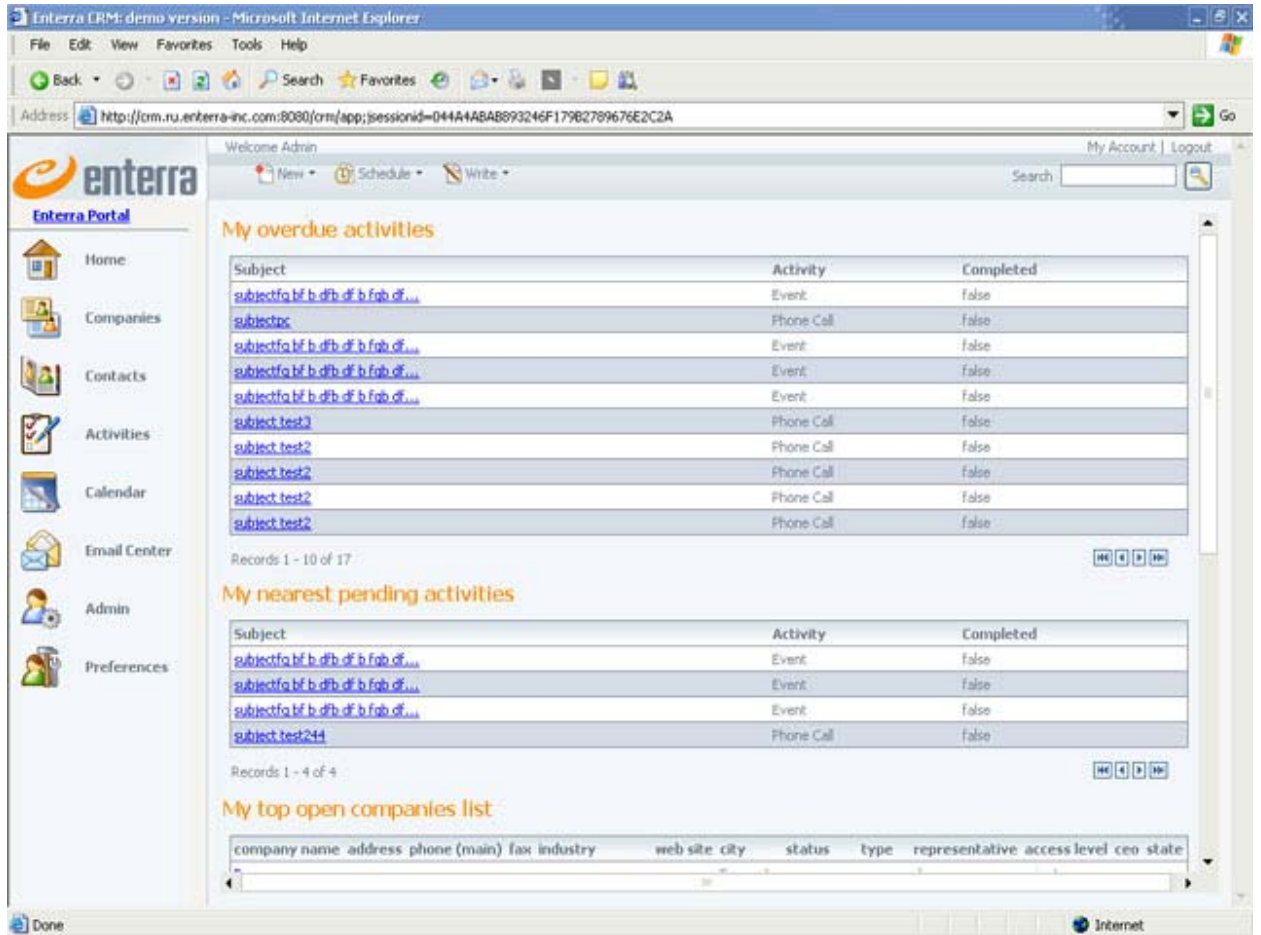
EnterraCRM in Business

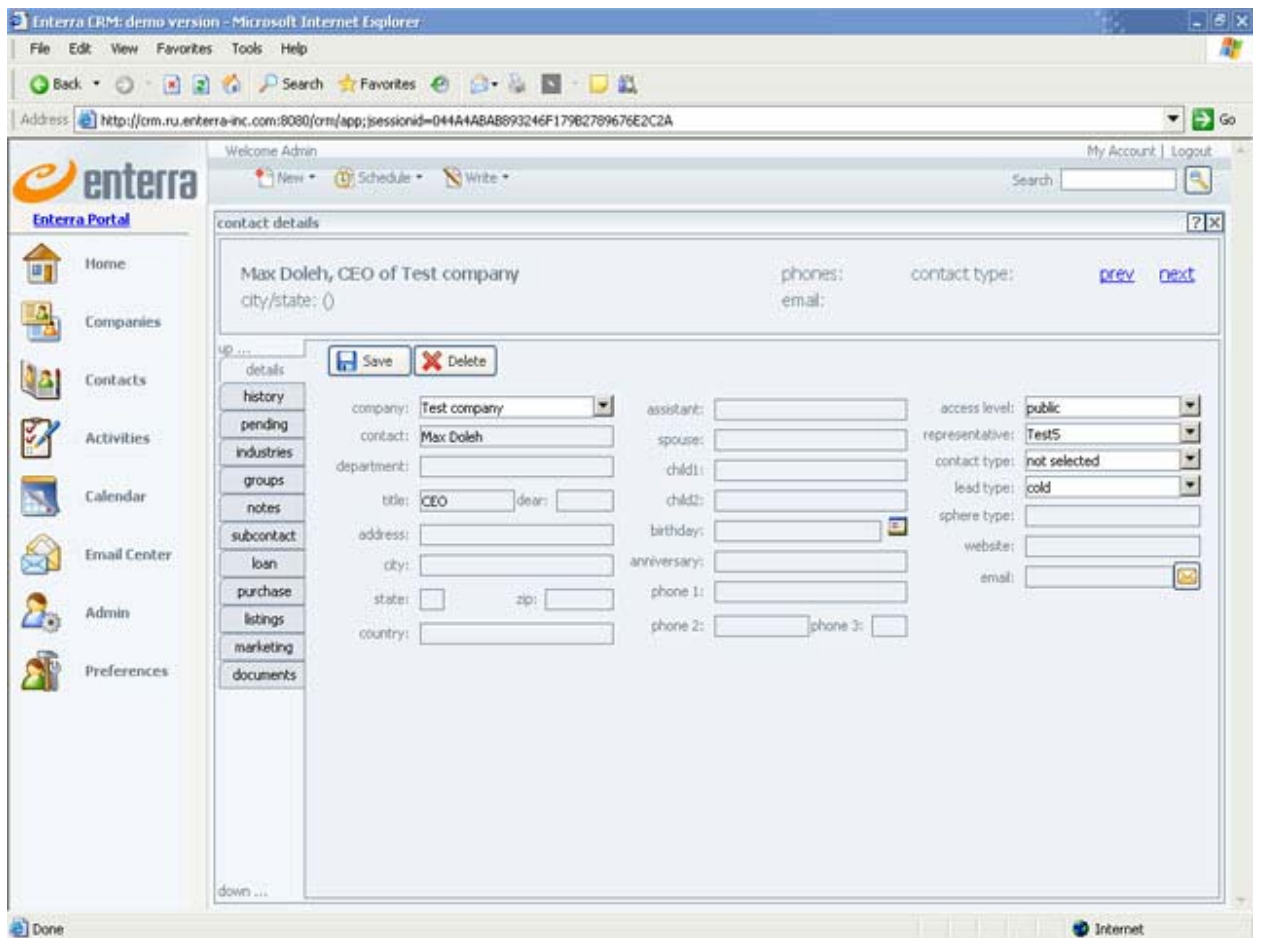
It is possible for EnterraCRM to run an entire business. From prospect and client contact tools to billing history and bulk email management. EnterraCRM allows a business to maintain all customer records in one centralized location that is accessible to an entire organization through password administration. Your business will have an effective tool and strategy facilitating your sales staff to grow in sales, qualitatively increase your sales volume and clients' satisfaction keeping the old clientele and attracting the new ones, reduce costs. With EnterraCRM you will be targeted to get the best ROI with the best IT solution available.

Year: 2005-2006

Demo: <http://crm.ru.enterra-inc.com:8080/crm/app>

Screenshots





Enterra CRM: demo version - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Print Mail

Address http://crm.ru.enterra-inc.com:8080/crm/app;sessionId=044A4AB893246F179B2789676E2C2A

Welcome Admin My Account Logout

New Schedule Write

Search

enterra

Enterra Portal

- Home
- Companies
- Contacts
- Activities
- Calendar
- Email Center
- Admin
- Preferences

calendar

Day Week Month

June 2006

Sun	Mon	Tue	Wed	Thu	Fri	Sat
28 11:00 AM Event 01:00 PM Phone Call	29 11:00 AM Event 01:00 PM Phone Call	30 11:00 AM Event 01:00 PM Phone Call	31 11:00 AM Event 01:00 PM Phone Call	1 11:00 AM Event 01:00 PM Phone Call	2 11:00 AM Event 01:00 PM Phone Call	3 11:00 AM Event 01:00 PM Phone Call
4 11:00 AM Event 01:00 PM Phone Call	5 11:00 AM Event 01:00 PM Phone Call	6 11:00 AM Event 01:00 PM Phone Call	7 11:00 AM Event 01:00 PM Phone Call	8 11:00 AM Event 01:00 PM Phone Call	9 11:00 AM Event 01:00 PM Phone Call	10 11:00 AM Event 01:00 PM Phone Call
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June 2006

Sun	Mon	Tue	Wed	Thu	Fri	Sat
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

Today

To Do List

Overdue:

Pending:

Internet

