



Xenia-Customer Relationship Management

Xenia CRM is a cloud-based customer relationship management tool that gives users complete views of their customers. The program can be easily adapted for use by any company including advertising, distribution and real estate etc. It provides an overview of Customer's like contact information, Work Updates and other information.

Advantages

- > Improved Informational Organization.
- > CRM for Enhanced Communication.
- > CRM Improves Your Customer Service.
- > Automation of Everyday Tasks.
- > Mobile Capabilities
- > Year ending is one of the feature in the software.



● Simplicity

There's no sense in investing in CRM technology if you can't get your workers to use it. Nothing hurts adoption more than a difficult to use and difficult to implement application."Simplicity and integration into daily routines are very important feature of this software.

● Service Management

CRM systems to empower customer service, help desk, and call center teams to rapidly respond to customer issues and inquiries and to accurately track and manage problems from the time they are reported until they are resolved.

● Marketing Management

Tracking each lead and what stage they are in will allow you to customize what marketing piece you send to either get a response or to move them to the next stage, getting them closer to becoming a sale. You can also use it to qualify leads and give leads to the appropriate sales rep.

● Increase Sales Opportunities

With more information on hand, you can qualify new leads faster and focus on promising prospects. You can also see which customers are up for an upsell, cross-sell, or sort out and reactivate dormant customers. Likewise, better engagement means customers are kept happy and profitable for the long run.

● Mobile Access

This is especially important for field sales personnel, who not only need contact information and other basics but who may need access to sales collateral, data from back-office systems and organizational schedules in order to complete deals.

● Profile Customers Easily

By organizing customer data in a centralized database, anyone with access have all customer Information like contact details, demographics, transaction history, support engagement are easily retrievable through tags and filters.