NobleCRM

MAXIMIZE PROFITS INCREASE EFFICIENCY

A PERFECT CRM SOFTWARE

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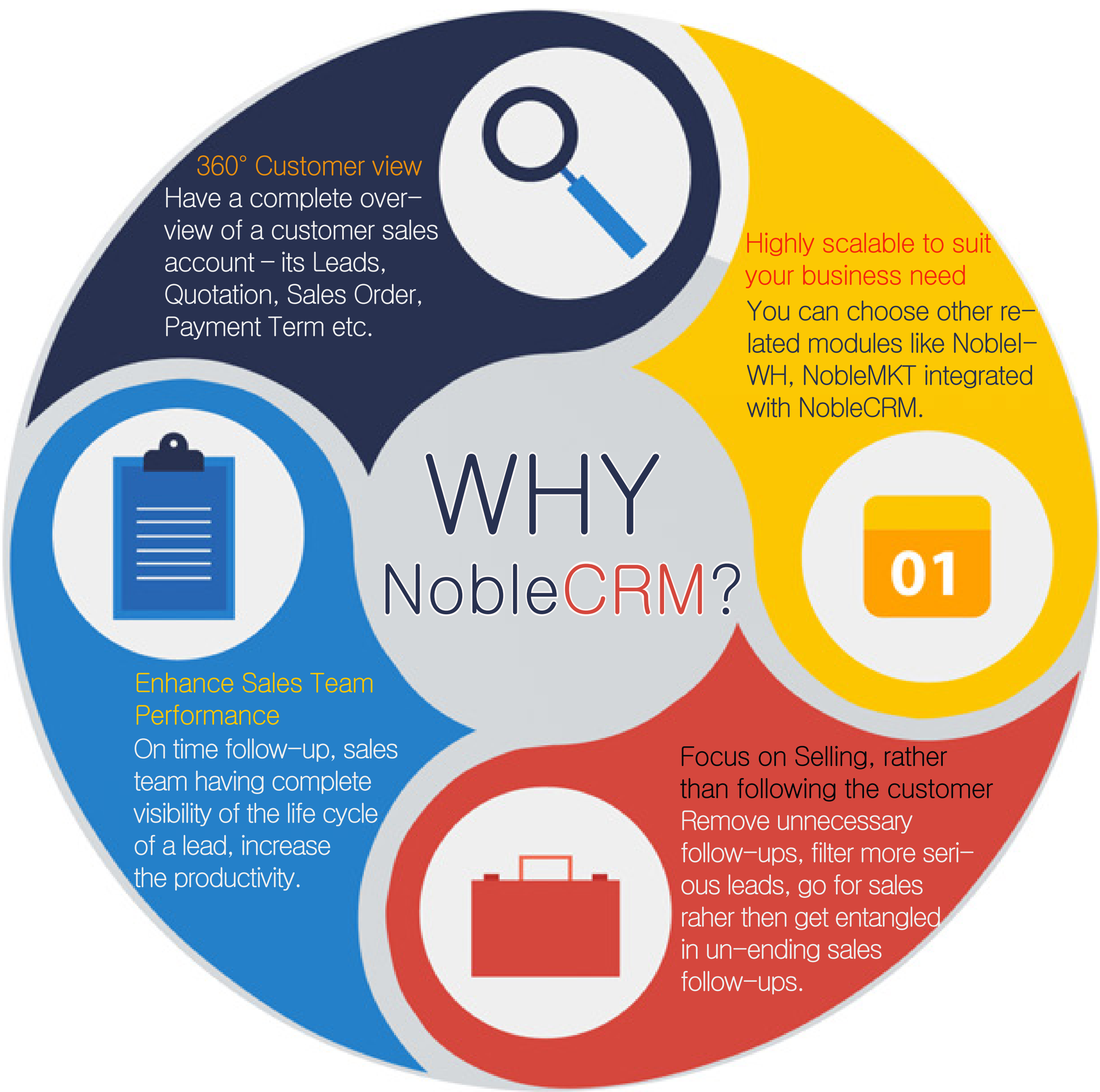
Increase Efficiency with NobleCRM

NobleCRM is a perfect CRM Software for the companies looking to connect all operations enterprise-wide and access intelligent insight that drives global growth and profitability. NobleCRM helps to acquire new customers, maximize profits and increase efficiency.

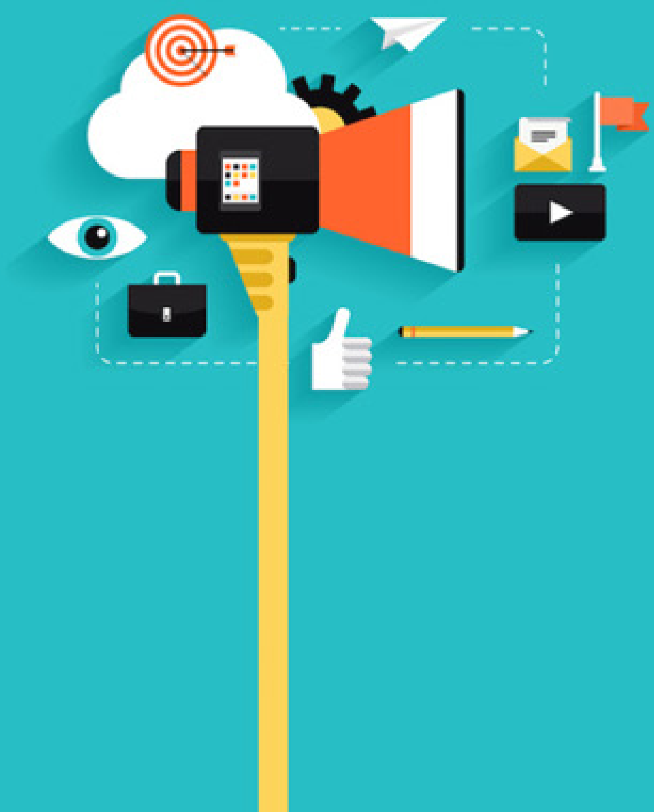


KEY FEATURES

Contact Management

Contacts are the lifeblood of your business; the more you know about them, the more successful your business will be:-

- Comprehensive Customer Details are easily manageable.
- Increase the value of every customer contact.
- Improve the customer experience Feed important information of customers.
- Capture both registered and shipping address.
- Set birthday Reminders of your customers.
- Edit and sort customer details.



- Track all contacts and related opportunities, activities, and other details from a centralized, shared database.
- Identify where each contact fits within their company-enabling better messaging and sales coordination.
- Import contacts from third-party business applications using Import Wizard, Web Forms and/or NobleCRM API.
- Establish contact assignment rules to automatically assign contacts to the appropriate salespeople.
- Customize your contact management system using intuitive drag and drop customization wizards.
- Integrate POP-enabled email (Gmail, Hotmail, Yahoo! etc.) with contacts using the NobleMail Add-on for CRM.

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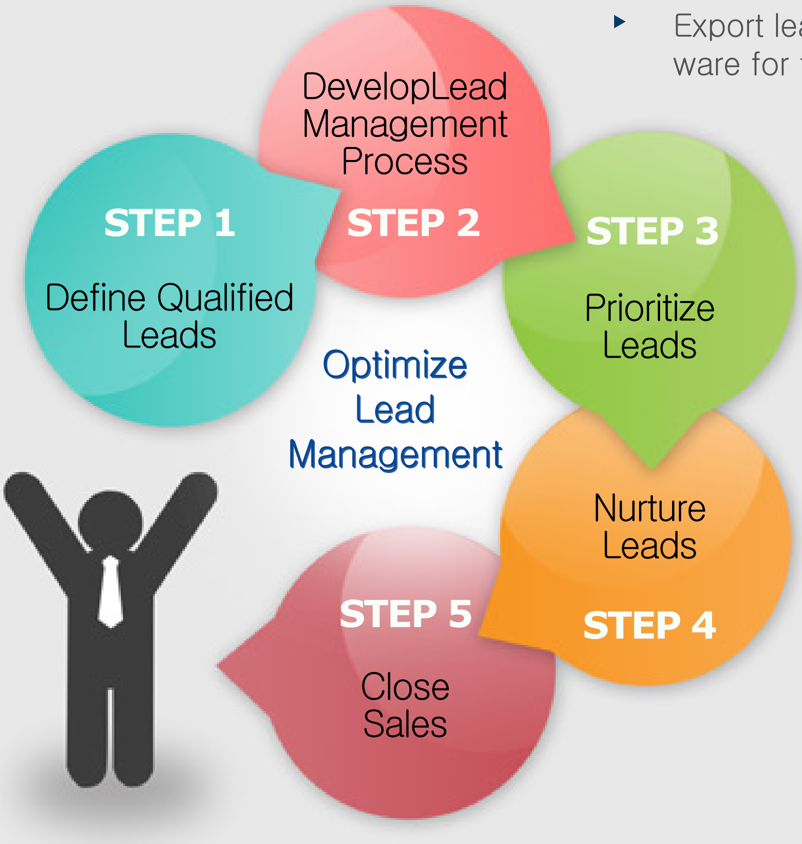
Lead Management

Every sales lead, if rightly tracked and nurtured, can be a revenue generating opportunity.

- Full contact information on the lead.
- Distribute leads effectively.
- Quickly view all interaction with customers.
- Capture both registered and shipping address.
- Real-time sales performance dashboards.
- Manage a 360 degree view of the leads' life cycle (from creating leads to converting them into business opportunities)
- Capture leads online using Web-to-lead form and manage them effectively in NobleCRM.
- Import leads from external sources, such as Web downloads, trade shows, seminars, direct mail, and other types of campaigns.
- Facilitate faster sales Lead Distribution through the lead assignment rules.
- Qualify leads to the next stage based on the information captured in lead details.
- Customize lead management process (B2B and B2C business scenarios) as per your organization sales process.
- Standard reports and dashboards bundled for a fast learning curve.
- Export leads data to spreadsheet software for further data analysis.



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Account Management

While a sales team works to close deals with small to large businesses (Business to Business – B2B scenario), it is necessary to maintain individual accounts and keep track of contacts under them.

- Track all accounts and related contacts, opportunities and other details from a common repository.
- Associate accounts and related subsidiar-ies or sub divisions by setting parent-child identifiers.
- Generate printer savvy sales quotes, in-voices and sales orders for the accounts.
- Store notes pertaining to accounts and keep track of contacts, opportunities and other details more elaborately.
- Export accounts to spreadsheet software to analyze the buying patterns of a cus-tomers and set up loyalty programs.
- Track purchase history of the customers and analyze opportunities for up-selling and cross-selling in future.
- Free Edition is available for 10 users with 100,000 records storage.

Accelerated Sales

Make you able to recognize and manage the opportunities that may translate to actual revenue.

- Real-time information about customers including LinkedIn integration.
- Powerful out of the box sales reports that you can use to make more informed business decisions.
- Accurate forecasts and opportunity man-agement so you can see what stage sales deals are at in your pipeline.
- Sales opportunity tracking for pro-gressing leads, converting them to opportunities and allocating them to the right reps or teams.
- Sales dashboards for sales execu-tives and managers who need visibil-ity on sales performance in real-time.

Sales Reports and Dashboards

NobleCRM offers fully customizable reports in all the modules. (Sales, Marketing, Support and Inventory)

- Standard CRM reports in sales, marketing, customer support, and inventory management modules.
- Create cross-link reports spanning across multiple modules.
- Create tabular, summary, and matrix type reports.
- Perform arithmetical operations using aggregate functions (sum, average, min and max)
- Store reports in different types of public/private folders and enable access to the users according to their access privileges.
- Schedule the report generation mechanism and send printer-friendly reports to the specified users, including non-NobleCRM users.
- Export sales report data to various user-friendly formats such as PDF, HTML, XLS and CSV.

Opportunity Management

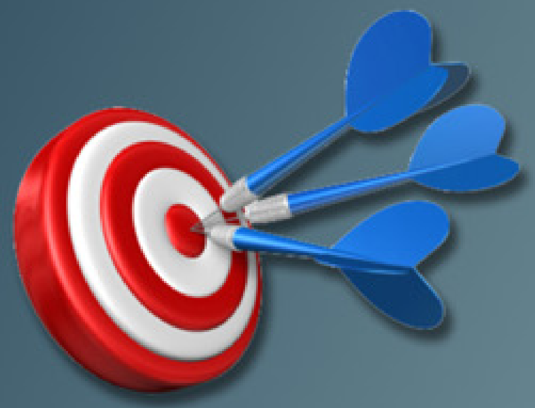
Sales Opportunity Management is the process of identifying, communicating, and analyzing customers willing to avail themselves of products or services until completion of a transaction.

- Track all sales opportunities end-to-end in a sales cycle.
- Import Sales opportunities from third-party business or CRM solutions and services using Import Wizard and NobleCRM API.
- Associate Sales opportunities with accounts, contacts, activities, and other modules to have a better visibility on the opportunities – 360-degree view.
- Track competition on each business opportunity and assess your strengths and weaknesses.
- Set up sales stage and probability of winning deals using drag and drop customization wizard.
- Alert the intended audience in your organization when a big deal closes (big deal alert) or is nearing completion.
- Identify and eliminate any bottlenecks in the sales process utilizing the sales pipeline and sales escalation process.
- Free Edition is available for 10 users with 100,000 records storage.

Targeted Marketing

Now market with unmatched precision, coordination and results.

- Manage a marketing campaign across multiple channels.
- Track new leads and sales opportunities.
- Use powerful campaign reports to improve you next campaign.
- Develop targeted marketing campaigns based on customer profile and history.
- Execute email campaigns around time-sensitive promotions and opportunities.
- Track marketing expenditures in realtime.
- Focus and improve the quality of your lead generation.



Sales Connect

Selling is social. Your CRM should be too.

- Sales team can make outbound calls directly from NobleCRM.
- Integrate your sales email and receive all your sales mails in CRM.
- Received mails are automatically logged and associated with appropriate lead or contact records.
- Send an email or text message to a group of contacts or leads all at the same time.
- Mass emails & text messages are intended to facilitate your business processes.

NobleCRM
InfoNoble Solutions Pvt. Ltd.
Plot no. 138 G. F., Sector- 7, Dwarka, New Delhi - 110077
Call Us: +91-9910206232 Email Us: sales@infonoble.com