

CRM

Based upon the idea of valuing relationship to achieve results, Linx Systems innovated when incorporating the CRM module to its system. It is a tool managing the activities, opportunities, and contacts in an efficient and collaborative way maximizing your company's productivity.

The CRM module – in a structured and effectively way – addresses relationship with the customer and the internal actions needed to ensure the high quality of products and services offered. Encompassing the concepts of Direct Marketing, Knowledge Management, and Activity Management – in addition to Workflow and BI, which allow register and sharing of each customer's profile, his/her habits, customs, comments and desires, subsidizing sales strategic planning.

The CRM strategy places your needs in the core of the organization, supporting the company at cost reduction, acquisition and conservation of a faithful customer base. By knowing each interaction between your business and the customer, the company can create solutions capable of attending to him in an integrated and customized way, increasing satisfaction in the relationship.

Integrated to the ERP Linx system, a global viewing of each customer is possible, for all information is gathered about the customer-company relationship, such as sales, e-mails, contracts, requests, attendances, images, projects, among other events. Access to strategically structured information leaves professionals free and subsidized to focus on definition of product and service sales actions, and identification of new business opportunities.

For marketing campaign management, the system offers resources generating the desired target-public segmentation and evaluation, in addition to registers of sales increase and purchasing behavior evaluation before and after campaign application. It also allows carrying out satisfaction and opinion research more rapidly, economically, and with minutely result analysis.

The same system used to carry out marketing campaigns can more efficiently manage relationships with the customer. The objective is not only to get to know better, but mainly to meet his/her needs and wishes so as to generate satisfaction, and – as a consequence – make the customer a faithful one.

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The CRM module implementation process has its time and effort reduced in function of its configuration flexibility and integration to the ERP system.

The CRM module:

- Converges all relationship events into a single place;
- Allows recognizing and managing each customer, identifying his habits, customs, and needs;
- Allow customer relationship events to be shared among all of the company's areas;
- Strengthens relationship with your customer;
- Expands businesses;
- Supports and backs decisions regarding the customers improving your competitive advantage.