



iON Customer Relationship Management (CRM) Solution



How do you command the loyalty of your customers in a competitive market? How do you achieve an increase in sales? To help you answer these questions, we, at Tata Consultancy Services (TCS), offer the iON Customer Relationship Management (CRM) Solution. Our solution assists you with the different activities necessary to manage your customers better and cater to their requirements. The iON CRM Solution helps you with various aspects of sales and marketing and lets you build a strong network of loyal customers to support your business growth.

Overview

In a bid to track customer data, enterprises involved in CRM activities are careful to avoid manually intensive, slow processes. There is also a need to be watchful about accidental bypassing of crucial tasks and information. Enterprises, therefore, seek to deploy the right tool to manage CRM activities efficiently, to gain from a positive impact on customer satisfaction and the resulting patronage.

Our on demand CRM solution integrates all the customer related information in your company and gives you a 360 degree view of customers to understand their behavior and needs. A web based solution that automates your CRM operations, our offering manages the CRM workflow and aligns your sales and marketing strategies to business goals. Eliminating unproductive activities, the solution quickens processes, minimizes errors and helps increase sales and cash inflow.

Our secure, highly configurable, cost efficient and scalable web based solution also comes with:

- A strong business analytic layer.
- Instant and easy deployment features.
- A user friendly interface.
- Configurable workflow.

Benefits

Our comprehensive solution brings in not only CRM functionalities, but also the provision of assigning, scheduling and tracking of marketing campaign activities and measuring their performance. Allowing access to customer data in real time, the solution helps you:

- Increase customer satisfaction and consequently, customer loyalty.
- Leverage cross/ up-selling opportunities to increase revenue per customer.
- Spot hidden sales opportunities.
- Automate and enhance sales and service activities.
- Ensure that all sales activities are completed on time.
- Increase sales closure rates.
- Enjoy continuous feature enhancements.

iON CRM Solution – Functionalities

Centralized Administration

- Capability to define organization specific nomenclature.

Client Management

- Individual client and business client creation: Creates client profiles through various interaction channels, at multiple stages of customer lifecycle management. Enables capturing of profile relevant to a particular customer.
- Individual client and business client lifecycle management: Provides for communication with the customer from time to time, and provides tracking and updating services.



An overview of the iON CRM Solution

- **Individual client and business client analysis:** Analyzes customer's changing needs and preferences and classifies customers based on profile.

Lead Management

- **Lead capture:** Allows management of leads. Campaigns are used to trigger the sources for lead generation, which become the channel for the customer to reach the organization. Once the customer shows interest, the information is captured and then consolidated. Leads can also be imported directly from external sources such as the internet or web portal.
- **Lead conversion:** Converts leads into clients when purchase interest is shown after communication.
- **Lead analysis:** Analyzes sources including maximum leads, conversion rates, etc.

Campaign Management

- **Shortlists campaigns** based on segmentation and past trends, set budgets and compare with actual and finalize the channel for campaign execution.
- **Member management:** Defines the target audience.
- **Campaign analysis:** Involves real time tracking of campaigns and monitoring the effectiveness of campaigns.

Contact Management

- **Contact creation:** The contact information may or may not be tagged to a client. This includes contact details of individual as well as business clients with several accounts.
- **Contact analysis:** This includes analyzing contacts in the system or client-wise.

Case Management

- **Capture case:** A case is a record of the detailed description of a customer's feedback, problem or question so that it can be tracked to closure. This is also extended to leads i.e leads queries, feedback can be captured and tracked.
- **Case processing:** This includes handling complaints in the best way possible to satisfy customer queries, defining workflow to handle critical cases and tracking response time for such cases.
- **Case analysis:** Analyzing cases enables you to make effective changes to increase efficiencies, develop and improve products and services to ensure competitive advantage.
- **Service Level Agreement (SLA) management:** SLA can be managed based on the following three factors; contact type of customer, service class and support type committed to the customer.
- **Auto customized notification:** To keep customers and users updated about the status of the problem logged.

Appointment Scheduler

- **Appointments:** Provides the ability to create new appointments. Booked appointments may be cancelled, rescheduled, or reconfirmed.
- **Manage appointments:** Provides a dynamic diary view calendar to manage appointments easily and effectively.
- **Waitlist management:** Provides the ability to manage and confirm waitlisted appointments.

Email and SMS Feedback Management

- Configurable Email feedback can be sent to customers on service or appointment consumption, thus allowing organizations to capture customer satisfaction.
- SMS can be configured and sent to customers on events like billing, service consumption, product purchase, etc.

Field Force Automation

- **Policy management:** Allows users to define policy for a designation. Allowances can be defined using the policy module like daily allowances, travel allowances, etc.
- **Monthly work plan:** Allows management to define work and tour plan of sales staff.
- **Stock and sales management:** Allows sales teams to track inventory of stockists and to calculate secondary sales of a product.
- **Daily Worksheet (DWS):** Allows sales teams to capture every day activities like client calls, meetings, etc. Sales teams can also capture transaction details of a product for clients like personal order booking, order value, sample given, etc.
- **Auto claim and bulk claim:** Auto calculation of claims as per defined policy. Thus, helping in easy settlement of claims.

In addition to the above features, our CRM solution has a strong analytic layer catering to several business needs.

Following are the reports available:

- Customer and lead management.
- Opportunities management.
- Case management.
- Appointment management.
- Daily worksheet.
- Stock and sales statement.
- Email feedback.
- SMS feedback.

Why iON

iON provides a comprehensive solution that addresses varied IT requirements of your organization. From hardware, network to ERP, iON is offered as a single service, in a pay-as-you-use model, allowing you to leverage the solution's true potential as your business grows. iON ensures integration of all processes along with ease of use of the software.

You gain from:

Integrated solutions

We offer single-window IT with a pre-integrated suite of hardware, network, software and services. We ensure that your functions are digitized, automated and connected. For example, if you are using a CRM solution along with a core ERP (e.g Manufacturing), and have a document management system to organize supporting files and an HRMS, we ensure that these solutions are connected and work as one. So for you, it is simply one IT and not multiple applications. Integrated applications thus provide a comprehensive view of business enabling better decisions.

Increased agility

We bring in the agility to keep pace with changing processes or a new line of business. We help you configure the processes to work as you currently do or the software recommends and allows you to choose industry best practices based on your business parameters. The solution gives you increased convenience allowing you to perform various tasks from your mobile device, no matter where you are. Being automatically compliant with statutory requirements, the solution ensures your company is always audit ready and legally compliant.

A pay-as-you-use model

Our model eliminates capital investment up front as we facilitate procurement of the IT infrastructure and software on rent for the duration of the contract. Additionally, you only pay for the number of users who actually use the software. Thus, you pay as you use on a monthly basis which includes maintenance and training. Typically, the ROI exceeds rental within three months, when best practices are well followed.

Personalized solutions

Although iON is a cloud service, the software is configurable to each business. You will always get the flavor of your business by picking and choosing what processes you would need. Furthermore, the multilingual capability of the software allows you to customize the solution label names to read in vernacular languages (like Hindi, Marathi, Tamil etc) enabling users to learn and operate the solution with ease.

Automatic upgrades

We continuously invest in our solutions to incorporate best practices. The software is constantly enriched based on user feedback and industry and statutory changes. You will get the upgrades without disrupting your business operations or any additional cost. Being in perpetual beta ensures that there is no technology obsolescence.

Enhanced Business Continuity

Our solution offers optimal performance in normal broadband connectivity along with a stringent security mechanism to ensure your data privacy is maintained. The capacity of the solution grows with your increasing computing needs and reduces the need for IT staff. The solution is resilient to failures as the service works from back-up data centers in the event of a disaster, ensuring continuity of business operations.

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Experience certainty.



About TCS iON

TCS iON is a strategic unit of Tata Consultancy Services focused on Small and Medium Businesses as well as educational institutions. We provide technology by means of a unique IT-as-a-Service model, offering end-to-end business solutions for the sector.

TCS iON caters to the needs of multiple industry segments, through innovative, easy-to-use, secured, integrated, hosted solutions in a build-as-you-grow, pay-as-you-use business model. We serve our clients with the help of best practices gained through TCS' global experience, domestic market reach, skills, and delivery capabilities.

For more information, visit us at www.tcsion.com

Contact

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Solution

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About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled infrastructure, engineering and assurance services. This is delivered through its unique Global Network Delivery Model™, recognized as the benchmark of excellence in software development. A part of the Tata Group, India's largest industrial conglomerate, TCS has a global footprint and is listed on the National Stock Exchange and Bombay Stock Exchange in India.

For more information, visit us at www.tcs.com

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