



# CUSTOMER RELATIONSHIP MANAGEMENT SOLUTION

## BY MAZARS IN PAKISTAN

THE CUSTOMER RELATIONSHIP MANAGEMENT MODULE LOOKS AFTER CURRENT AND PROSPECTIVE CLIENT INFORMATION IN ORDER TO IDENTIFY LEADS AND OPPORTUNITIES, EXECUTE SALES ACTIVITIES AND MARKETING CAMPAIGNS, HELP BUILD STRATEGIC RELATIONSHIPS AND PROVIDE MANAGEMENT WITH A REAL-TIME VIEW OF THE SALES PIPELINE.

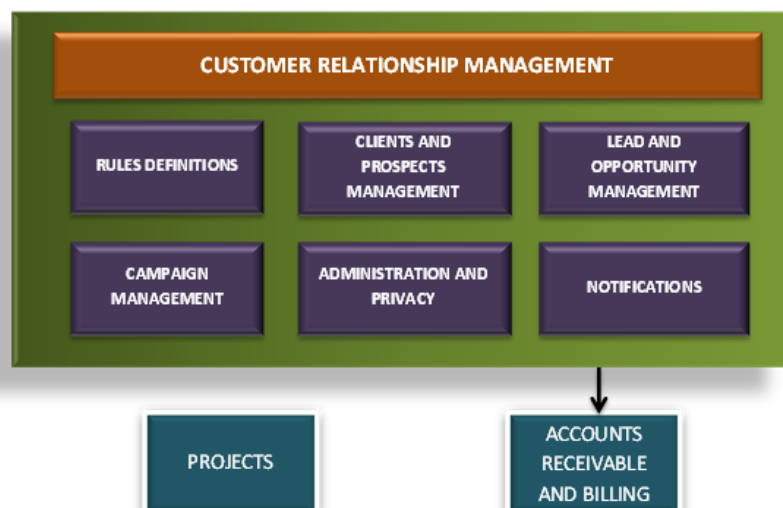
IT MAINTAINS A REPOSITORY FOR ALL INFORMATION RELATED TO THE COMPANY'S CUSTOMERS AND CONTACTS; IT ALLOWS THE ENTRY AND TRACKING OF LEADS AND OPPORTUNITIES AT EACH STAGE ALONG WITH ALL MARKETING ACTIVITIES AND EVENTS PERFORMED.


### KEY FEATURES

- AUTOMATES MARKETING ACTIVITIES THROUGH EFFECTIVE CAMPAIGN MANAGEMENT.
- PROVIDES CONCISE DASHBOARDS FOR CRITICAL LEAD INFORMATION.
- ALLOWS THE GENERATION OF INTELLIGENT LEADS TO AUTOMATE THE SALES FORCE.
- STRONG ANALYTICS AND REPORTING ALLOWS A COMPLETE REAL-TIME VIEW OF ANY CUSTOMER.
- MODULAR INTEGRATION WITH AR, PROJECTS AND VOIP SOLUTION ENSURES A HOLISTIC FINANCIAL VIEW.
- PERIODIC NOTIFICATIONS CAN BE SETUP FOR PRODUCTIVE ACTIVITY MANAGEMENT.

### REPORTING INCLUDES

- LEAD REPORTS, BY SOURCE AND STATUS.
- POTENTIAL CLIENT REPORTING, INCLUDING PIPELINE INFORMATION AND SUCCESSFUL POTENTIALS.
- MONTHLY ACTIVITY REPORTING
- DASHBOARD REPORTING INCLUDES:
  - PIPELINE BY SALES STAGE
  - PIPELINE BY MONTH BY OUTCOME
  - ALL OPPORTUNITIES BY LEAD SOURCE BY OUTCOME
  - ALL OPPORTUNITIES BY LEAD SOURCE
  - ACCOUNT BY INDUSTRY
  - SALES BY USER
  - CONTACTS BY CAMPAIGN





*Mazars, a leading global organization having 13,800 professionals working directly in 72 countries. Through its correspondents, Mazars has offices in 21 additional countries. We have a strong presence in Pakistan with two offices in Karachi and one in Islamabad. The business and commercial hub is in Karachi and we have a support office in Islamabad. Our team comprises of a large number of skilled and qualified consultants, all of whom have a vast experience in a range of industries and solution areas.*

**Mazars is present in 5 continents**

## **CONTACT**

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