Logo CRM

Best Solution for Adding Value to Customer Relationship Process!

Logo CRM

Meet Logo CRM, an overall Customer Relationship Management (CRM) solution which provides much more modern, easy and comprehensible user interface than standard CRM solutions to peer-to-peer manage marketing, sales and customer service processes and achieve success in customer relationship process.

In recent years changing and increasing customer requests and service expectations reveal the big change in business world. In a global market with increasing competition, product and service success is not enough for the companies to achieve success. In this new period, along with quality of product and services, being customer-oriented rather than product-oriented provides great advantage that companies aim for. As a result, any information about customer can be followed-up, particularly requests and information can be used and managed by the companies, and several management techniques, software and technologies are utilized while performing the same.

With opportunities provided by information technologies, it is possible to better recognition of customer's needs and promoting service quality increase in line with the feedbacks received, also gaining new customers while keeping the existing ones.

It is the first step of attaining advantage in the new period to find the optimum CRM solution for the companies. Logo CRM, is the new CRM solution from Logo that enables a firm selling products or services to control and manage its processes before, during, and after sales. Logo CRM, developed in compliance with the market requirements and its interface and model editor can be customized by the customer requirements. Logo's CRM solution enables you to instantly follow-up and report all the appointment, meeting, offer, sales, business processes and after-sales processes of the sales & marketing and technical teams, as integrated with Logo's commercial and ERP solutions.

Add value to all the processes you contact with your customers...

Companies intending to access instantly to actual information for productivity and competitive advantage and aiming to keep under control all pre- and after-sales processes, manage all the pre-marketing operation processes through Logo CRM as from the moment they meet their potential customers.

Make a Difference with Stronger, Swifter and Healthier Processes

Logo CRM which is developed with Model View Controller (MVC) architecture and can operate with 14 different databases aims to increase companies' abilities to establish communication with their customers, by means of its structure open to develop additional projects and modules and its rich field of application. Logo CRM, which can be operated as integrated with Logo ERP solutions, offers the optimum CRM solution for companies on various scales.
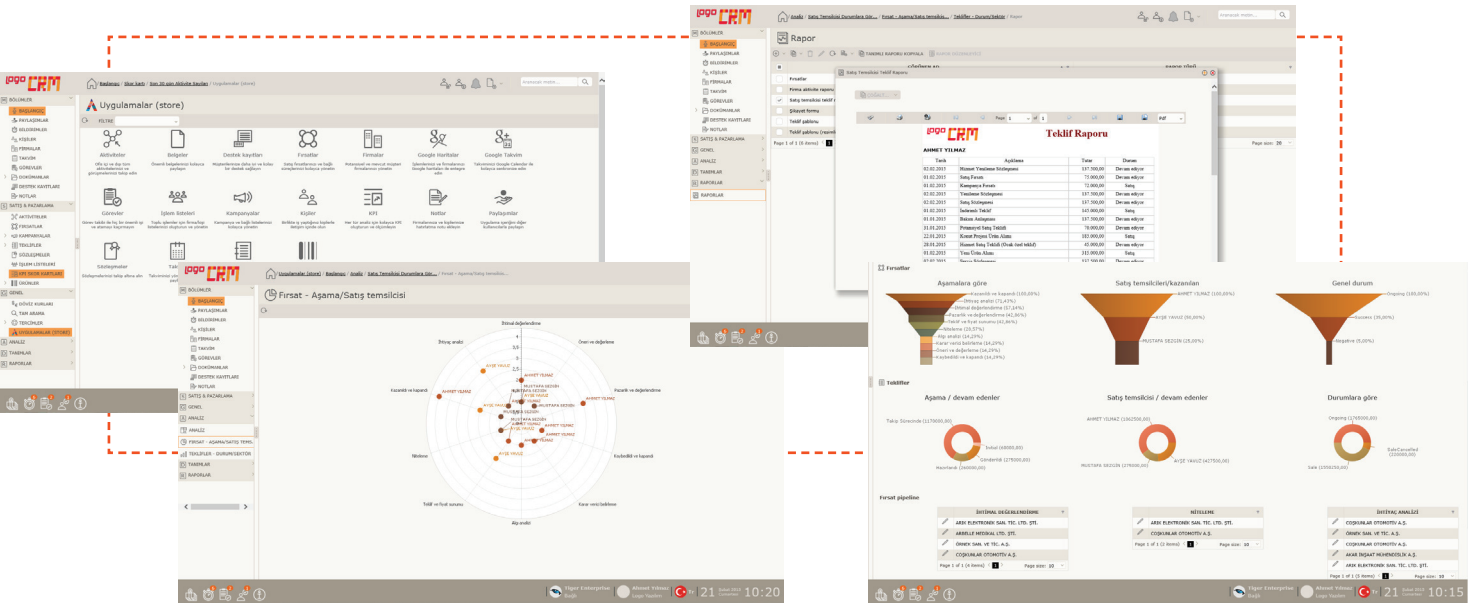
Powerful Organization Memory

You can easily define and group your potential or active customers, dealers and suppliers, and you can access, manage and report any information from persons regarding the selected company to its opportunities, from calendar events to activities, from relevant documents to offers and after-sales satisfaction/complaint records, from a single platform.

Effective Activity Management

You can record in detail all potential and existing customer route visits, communications and meeting notes of sales or after-sales service teams, and you can instantly follow-up and report by means of dashboards and KPI. You can easily access to the matters and details which your employees discussed with, and you can always feel the support of organizational memory with you.

Detailed Opportunity Tracking

You can track your sales opportunities and projects along with all the processes. from a single screen, also monitor and manage all the details regarding opportunities, actions taken, the one who performed the same, matters discussed and offers given along with relevant documents.

Fast, Restrained and Flexible Offer Processes

You can prepare an offer much faster with templates which can be defined specific to your offer processes. You can bring flexibility to your offer process by means of previous price control, optional/alternative offer and product association features. You can minimize the human error rate with approval processes fictionalized in line with your requirements as well as instant current account risk limit and remaining amount of stock which can be performed automatically through the database of Logo solution you use.

After-Sales Processes

You can manage your customer satisfaction and complaint management processes and ticket processes and call center processes as integrated with your IP operations, by means of "Support Records" which can be customized as required by your after-sales processes.

Customer-Document Association

You can create main folder or sub-folder at an amount you wish, and keep your documents, templates, scanned copies of original signed documents and company certificates in these folders. You can associate your documents with your customers and activities and opportunity and offer records or after-sales service records, and you can display instantly which customers are associated with documents.

KPI *(Key Performance Indicators)*

You can follow-up your sales team's targeted and actual sales based on the performance criteria you have defined, instantly by person, production and region. Besides, you can review the general performance of your technical team and company on date criteria basis, and you can report the status of the numbers of targeted meeting, opportunity or offer.

Logo CRM Standard

- Integrated with GO 3, Netsis 3 Entegre, Netsis 3 Standard and Tiger 3 products.
- Maximum 16 users
- Customization
- After sales support*
- KPI
- Add applications

Logo CRM Enterprise

- Integrated with GO 3, Netsis 3 Entegre, Netsis 3 Standard, Netsis 3 Enterprise, Tiger 3, Tiger 3 Enterprise and j-Guar 3 products.
- Unlimited users
- Customization
- Workflow
- After sales support
- KPI
- Add applications

Modules marked with (*) are optional.

LOGO