

StrategicERP®

Power of Technology Developed by IITians

Version 21.1

B2B CRM

“Implement our CRM Software and benefit from increased revenue”

- ✓ 25% increase in Pipeline
- ✓ 30% increase in Sales Productivity
- ✓ 40% increase in Forecast Accuracy
- ✓ 20% increase in Sales Win Rate
- ✓ 25% increase in customer Retention
- ✓ 30% increase in Revenue

- ✓ **NASSCOM**®
Certified MEMBER
- ✓ **YOUTH CBRE**
IT Partner 2016
- ✓ **Gartner Client**
IT Market Research & Product Analysis 2016
- ✓ **Realty-PROP-TECH**
Best ERP Solution Of The Year 2019
SUMMIT & AWARDS 2019
- ✓ **The CEO Magazine**
25 Fastest Growing Enterprise Software Companies in India.



- ✓ **CIA World**
Best Construction & Infra Software of the Year 2019
- ✓ **APAC CIO Outlook**
Top 10 ERP Solution Providers 2018
- ✓ **siliconindia**
Brand of the Year 2014
- ✓ **ISO Certified Company**
9001:2015 | 12207:20017 | 27001:2013
- ✓ **CMMI** Level 3 Company



www.strategicerp.com



StrategicERP (B2B CRM)

B2B CRM is an approach of managing a company's interaction with current and potential Business Clients. It analyzes data about client behavior to create productive business strategies. This enables companies to personalize business interactions based on client insights generated by the B2B CRM software.

It compiles data from a range of different communication channels, such as company's website, telephone, email, live chat, marketing materials, and social media. This B2B CRM System is capable of facilitating opportunities with the integration of automation software.

Features and Advantages

- Advance Technology (AI-ChatBot /IOT/Machine Learning / Voice Command/AI/Cloud Telephony)
- Pop Up for follow-ups on Mobile App - Click to Call Dialer with audio record
- Resource Productivity
- Organization Chart
- Reduce Dependency on Resource
- Generate Quote & Proforma Invoice with few clicks
- Defines SOP
- Activity Stream(Mail/SMS/Call from CRM)
- Makes every resource responsible
- Stock Report & Ledger
- Increase customer retention & Satisfaction
- Customer Self service
- Customized Creation of MIS & Dashboard
- Bulk Mail & SMS Through System (Status of mail-Read/Unread/Spam)
- Support System With Escalation Matrix
- Department wise Approval Hierarchy
- Multi domain on Single CRM Platform
- Quick & Accurate Decision making for Management
- Support Scope & Out of Scope identification
- CRM to help you put customer 1st
- Task Scheduler/ Calendar
- Meeting Scheduled with Google location

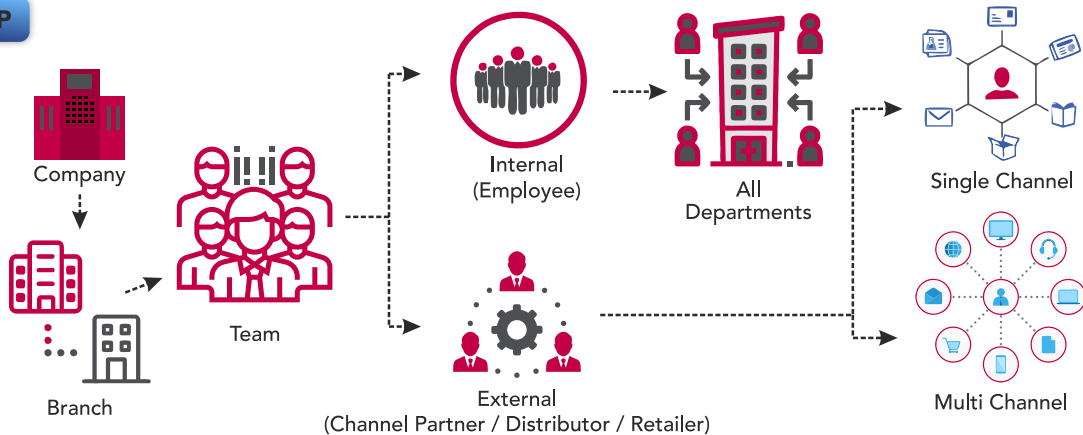


StrategicERP is a smarter and faster business Solution, based on an advanced and innovative CRM system. This new and easy-to-use CRM system is designed to enable businesses to grow faster, while saving significant time and money!

ERP ADMIN S G P

Enterprise Level Configurations/ Settings

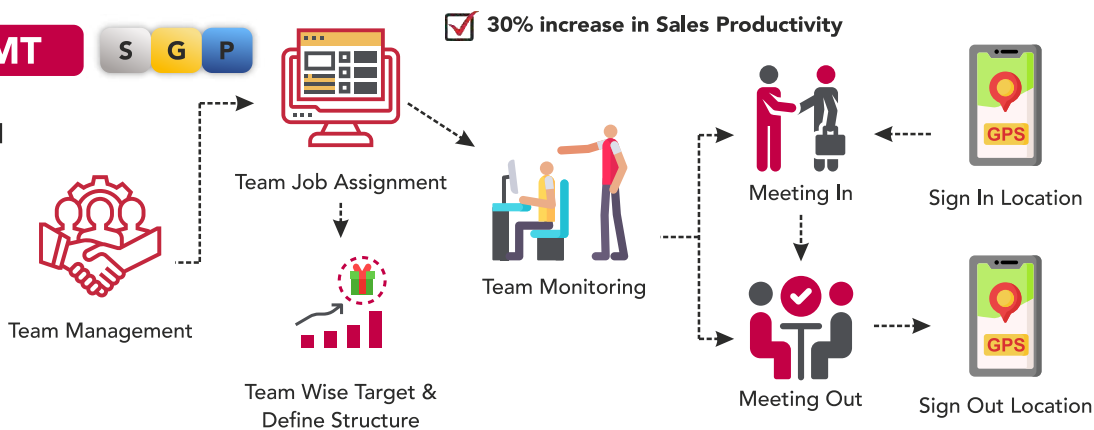
1. Web & App Access
2. Resource Hierarchy Level Permissions
3. Workflow



WORK FORCE MGMT S G P

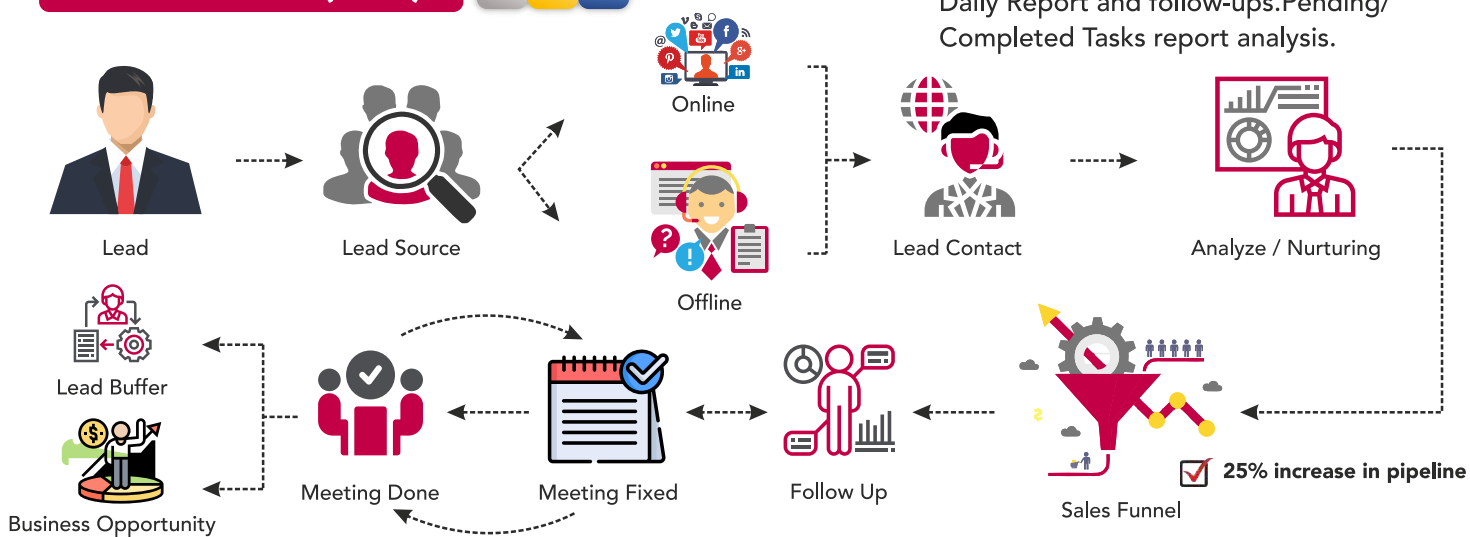
Creation of Resource master and its reporting hierarchy

1. Target Allocation
2. Performance Tracking
3. Incentive Management
4. Integration with HRMS Application



LEAD MGMT (LMS) S G P

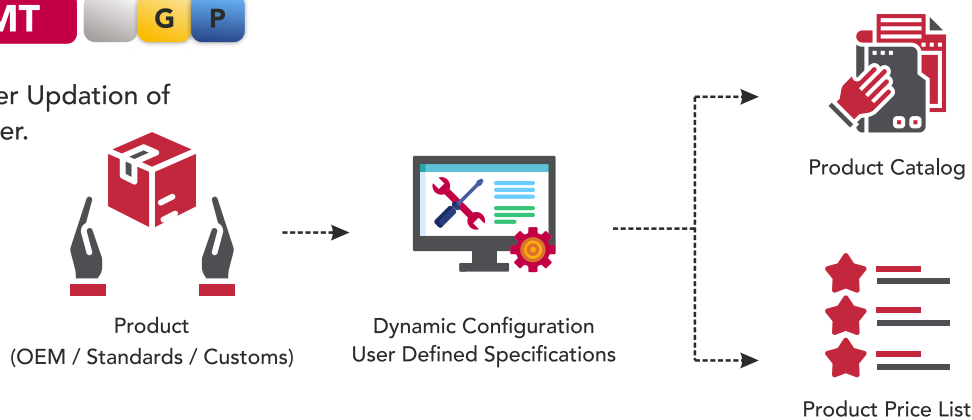
Lead Nurturing & Allocation to Executive. Daily Report and follow-ups. Pending/ Completed Tasks report analysis.



PRODUCT MGMT G P

Creation of Product Master Updation of Price List of Product Master.

1. Product Configuration
2. Product Price List



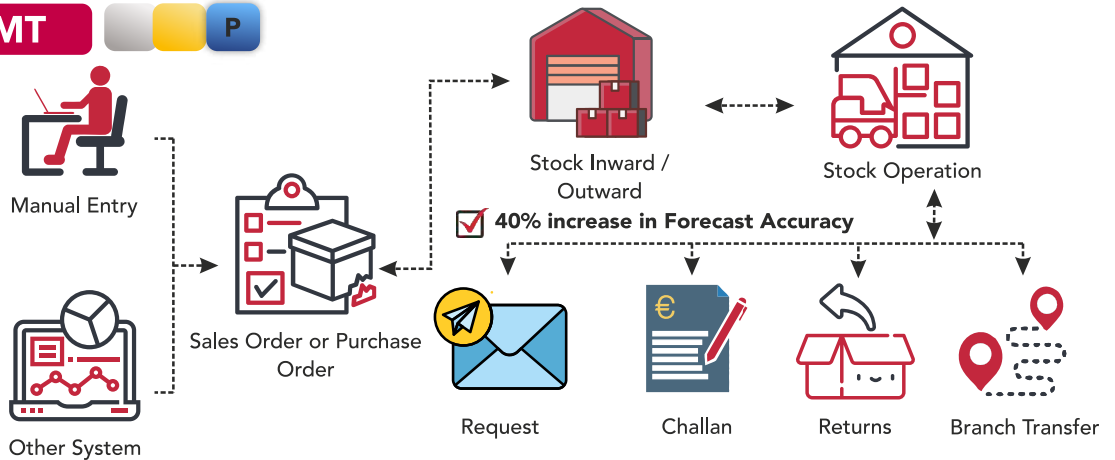
SALES AUTOMATION



WAREHOUSE MGMT



Maintain live stock Details
 1. Company & Branch wise
 2. Track available stock at partners or distributors Warehouse / Depots



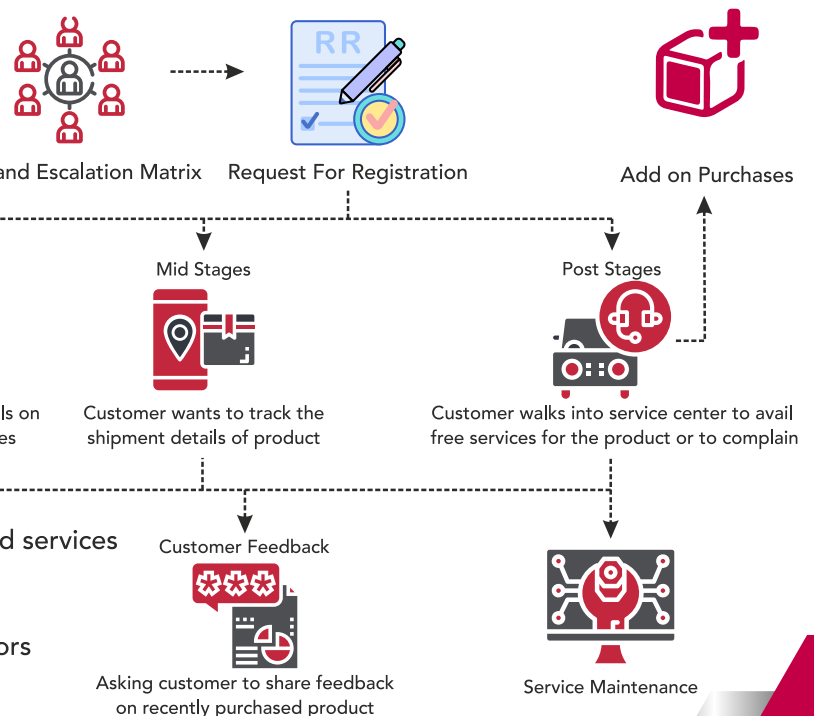
HAPPY TO HELP



Happy To Help

✓ Increase 25% customer satisfaction & Retention

1. Track online enquiry from customers about products and services
2. Track customers queries, complaints and grievances
3. Address customers' order and tracking related queries
4. Route queries and complaints to partners and distributors
5. Share online feedback form to customers



CRM RANGE OF SOLUTIONS

MODULE	SOLUTION NAME	SILVER	GOLD	PLATINUM
ERP Admin	User Management	✓	✓	✓
	Permission Management	✓	✓	✓
	Workflow Management	✓	✓	✓
	Dynamic Report Development	✓	✓	✓
	SMS & Mail Templates	✓	✓	✓
	IVR Integration (Call Dialer)	✓	✓	✓
Work Force Management	Task Management (Organizational Chart)	✓	✓	✓
	Job Assignment	✓	✓	✓
	Resource Tracking & Monitoring	✓	✓	✓
	Target & Incentives Structure	✓	✓	✓
Lead Management (LMS)	All Media Management	✓	✓	✓
	Bulk Mail and Bulk SMS	✓	✓	✓
	Lead Source	✓	✓	✓
	Lead Distribution	✓	✓	✓
	Lead Nurturing	✓	✓	✓
	Follow-ups and Meetings	✓	✓	✓
	Business Opportunity	✓	✓	✓
Product Management	Product Template		✓	✓
	Product Catalog		✓	✓
	Price List		✓	✓
	Product Operations		✓	✓
Sales Automation	Quotation with Level of revisions		✓	✓
	Multi Dimensional Business Forecasting		✓	✓
	Proforma Invoice		✓	✓
	Online order confirmation		✓	✓
	Business Booked		✓	✓
	Sales Incentives		✓	✓
Warehouse	Stock Operations (Inward & Outward)			✓
	Live Stock Status			✓
	Third Party Integration			✓
Happy to Help	Request Register (Pre/Mid/Post)			✓
	Escalation Matrix (Rule Based)			✓
	Customer Feedback			✓



Add Ons



Account Receivable



Account Payable



Finance Management



Statutory Management



HR & Payroll / ESS App



SAP/Oracle/Tally Integration

More than **600** of our clients and over 1 lakh users benefited from the fortitude of a digital backbone during the lockdown as they were well prepared for the disruptive forces of the pandemic.



We are grateful to StrategicERP Team members for the co-operation in taking our project on Live stage with StrategicERP® modules.



Mr. Ashish B Jain
CMD of Kundan Spaces, PUNE
Scan QR Code To Watch Client Testimonials



The collaboration among my employees has improved since the time we are implementing StrategicERP in our business process.



Mr. Amit Israni
Director of the Maruti Group, PUNE
Scan QR Code To Watch Client Testimonials



We are extremely satisfied with automation which StrategicERP has brought in our daily time-consuming tasks.



Mr. Miraj Vashi
Director of Shivam Developers, VALSAD
Scan QR Code To Watch Client Testimonials



StrategicERP has united our team members to work closely with the other departments in our organization.



Mr. Sangram Patil
Chairman of Tejas Developers, VASHI
Scan QR Code To Watch Client Testimonials

Our Locations

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Mumbai | Ahmedabad | Pune | Bangalore | Delhi NCR | Hyderabad | Jaipur | Chennai | Doha
UAE | African Continent



Range Of Products

Real Estate Products

- ✓ CRM
- ✓ Basic
- ✓ Medium
- ✓ Large

Infrastructure Products

- ✓ PPM
- ✓ Basic
- ✓ Medium
- ✓ Large

Manufacturing ERP

- ✓ CRM
- ✓ ERP 10
- ✓ ERP 100
- ✓ ERP 1000

Other Products

- ✓ HCM
- ✓ B2B CRM
- ✓ FMS
- ✓ P2P

Our solutions maximize operational efficiency to increase productivity and ROI