

CRM

Customer Relationship Management



About Aria



- Since 2003 Aria Telecom has grown to become a leader in the voice processing industry, now located in new Delhi. is working hard towards satisfaction of our clients, with our team efforts & our clients support we became **India's No 1 IVR, Voice Logger & in Many more customized Telecom solutions company.**
- ARIA has team of qualified engineers for R&D & Support, Engineers & also has most experienced team of marketing managers with technical background to understand client requirements.
- ARIA has presence in most of the metro cities in India. ARIA has clients outside India like Nepal, Bhutan, Africa Countries, Arab countries.

ARIA Product Profile



- **Aria ACCS IVRS:** Interactive Voice Response System
- **TVRS** Telephone Voice Recording System
- **Embedded Voice Logger:** Non PC Based Voice Logger
- **Aria ACCS** Inbound out bound complete contact center solution with ACD, CRM , IVR, Clint info pop-up , MIS reporting < Agent Recording , Predictive Dialing
- **Aria ACCS Conference Bridge:** Multi party telephonic conference system with authentication
- **Aria Call Center Noise Cancelling Headsets:** High quality call center Noise canceling Headset with USB, RJ9, 2.5mm, 3.5mm, Dial pad
- **Aria Namaste Live Chat Application**
- **Aria vCRM**

What is CRM?



- ❖ **Customer Relationship Management (CRM)** is a system for managing a company's interactions with current and future customers.
- ❖ It often involves using technology to organize, automate, and synchronize sales, marketing, customer service, and technical support etc.



What it does...



- ❖ Aria CRM Builds a **database** that describes the customers and the relationship they hold with the company.
- ❖ **Database**: a collection of information that is organized in a way that allows it to be easily accessed, managed and updated.
- ❖ We Provides enough detail in CRM for clients about products/services that matches their need the best.
- ❖ It May contain information about their past purchases, who is involved with the account, and a summary of all conversations.



ARIA vCRM



Customer Relationship Management System

Welcome Ms. yogita [Log out](#)

[Home](#) [Customer](#) [Products](#) [Leads](#) [Sales Order](#) [Invoice](#) [Documents](#) [Admin](#) [Phonebook](#) [Inventory](#) [Work Report](#) [Blog](#) [Chat](#)

Hot=0

Worm=0

Initial=0

Lost=0

Not Relevant=0

Won=0

Out Of Budget=0

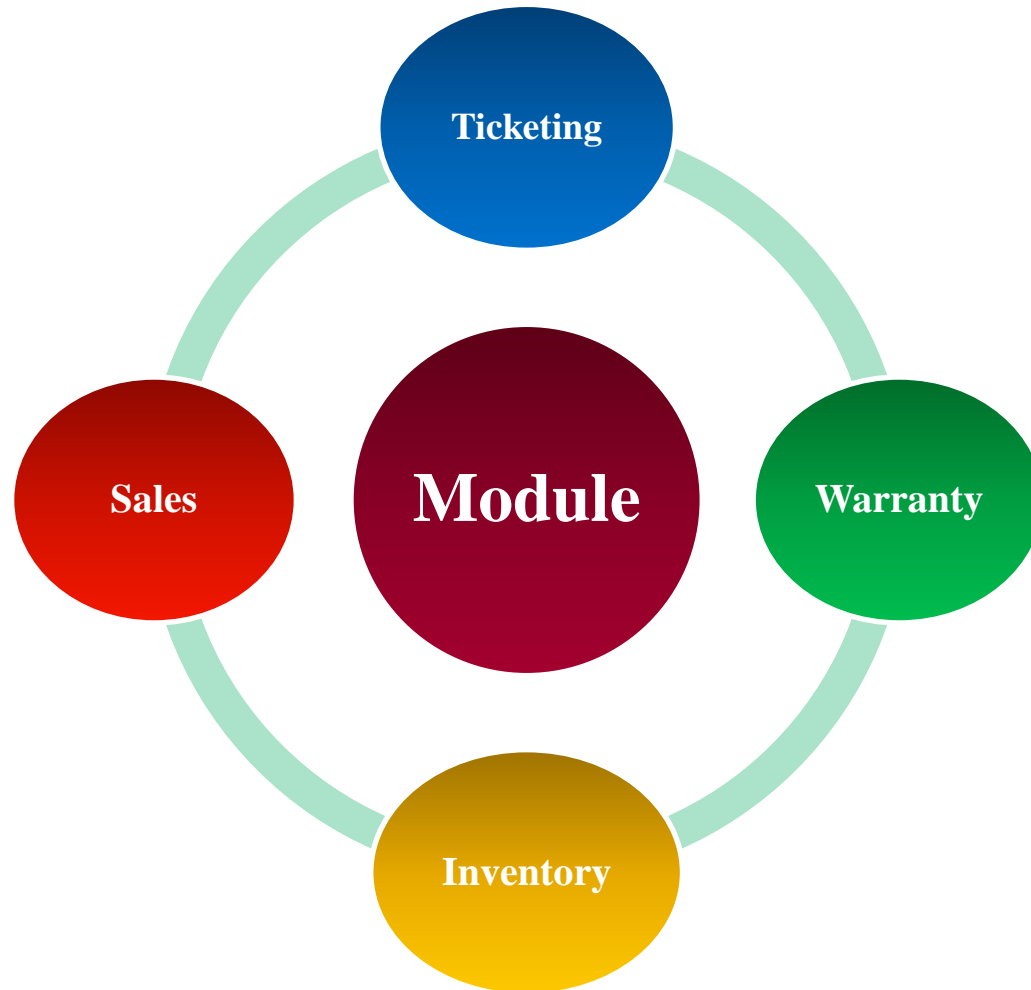
Postpond=0

L.T. Prospect=0

Employee did not send their yesterday's Work Report :

Report Card	Schedule Alert	Today's Complaint Alert	Yesterday's Complaint Alert
	<u>Yesterdays' scheduled=0</u> <u>Today's Work scheduled=0</u> <u>Tomorrow's scheduled=0</u>	:	:
Lead Alloted Alert	New Customer alert	Lead Attachment Alert	Complaint Attachment Alert
<u>Yesterday's Alloted= 0</u> <u>Today's Alloted =0</u>	:	:	:

Elements of vCRM



Ticketing



Complaint will be lodge by customers

Ticket No. will be Generated

Complaint will be allotted to Engineers

Close/Escalate

Escalation Hierarchy

Escalate to Support(Ist Level)

Escalate to Technical officer (2nd Level)

Escalate to Technical Head(3rd Level)

Case will be escalated to the next level after every 24 Hrs.

Sales



Lead Generation

**Lead Status(Initial,
Warm, Hot, Won)**

Sales Order

**Approval will be
taken by Head**

**Performa Invoice will be
Generated**

Payment Collection

Installation

Testing

Case Close

Inventory



Add Product list

Product In

**Product
Out/Dispatch**

Inventory Status

**Product can be
New/For
Repairing/ For
Replacement**

**Testing of
Products**

Warranty



Executive will check the Warranty period of customers before finish the warranty

AMC Follow up with customers

AMC Collection

Share AMC Document with customers

Potential Benefits Of vCRM



- Improved Customer Relations
- Increase Customer Revenues
- Maximize up selling and cross selling
- Better internal communication
- Optimize Marketing
- Increase the customer service efficiency
- Improved Profitability



Benefits Of vCRM For Customers



- Continuity
- A contact point
- Increase Personalized Service or one to one service
- Time Saving
- Improve Customer Knowledge
- Responsive to customer needs
- Improved Image of your company



Three phases of vCRM



- **Acquiring New Relationships**
 - You acquire new customers by promoting your company's product and service leadership.
- **Enhancing Existing Relationships**
 - You enhance the relationship by encouraging excellence in cross-selling and up-selling, thereby deepening and broadening the relationship.
- **Retaining Customer Relationships**
 - Retention focuses on service adaptability – delivering not what the market wants but what customers want.



Advantages of vCRM



- While company is quickly growing, customers are more satisfied as well
- Service provided in a better way, and a quicker way
- Sales force automated
- Integrated customer information
- Certain processes eliminated
- Operation cost cut, and time efficient
- Brand names more quickly established
- A central database so that everyone in your company can keep track of customer contacts
- Sales and marketing teams can benefit from having all this inside knowledge about customers
- Lets you set up rules for distributing work throughout your company
- Lets you pick and choose the functionality that you want



BY

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