



# TigernixERP

Enterprise Resource Planning System  
Customer Relationship Management

SOLUTION OVERVIEW



## SOLUTION OVERVIEW

CRM is all about building lasting relationships with customers which are a step ahead of conventional marketing and sales activities. This provides your business with an extensive understanding of customers' existing needs as well as future needs that open up the path to offer them what exactly they want from the business. That is why TigernixERP has outlined its premier CRM module which can be accompany with any ERP system.

With TigernixERP CRM module, your relationships with customers will start to flourish and you will be able to water them every day to bloom them further by fulfilling needs identified through the TigernixERP CRM module. Allowing your business to achieve a better CRM management, the software enables you to build your brand in an extensive manner as CRM is one of the brand building boxes which is often recommended by top marketers. With TigernixERP CRM module, an exceptional customer service can be easily attained so you can reinforce your brand as a top of the mind recall.

# ADVANTAGES

Allowing your enterprise have more control over your customer relation management process, this module offers you a range of advantages.

## Increase productivity with simple automation of sales force

Sales force automation is an integral part of CRM because the productivity of sales personnel can be doubled by automating the sales force. With this, your sales force can allocate their time on value creation while engaging more with customers. When you implement TigernixERP CRM module, you will be able to cut down much of tedious routine of behind-the-scenes work, releasing sales people to get involved more in selling your company's offerings more passionately.

## Enhanced performance

As TigernixERP CRM is an all-in-one CRM module, all the necessary information will be stored and monitored in a single unified company portal. This allows you to scan the overall progress and current status of the organization's performance with one click. Since the software can be integrated with existing ERP modules, the contribution of all organizational departments can be approached hassle-free in creating value additions to customers.

## Super flexible and easy-to-use nature

Your staff members can easily learn to use TigernixCRM software suite as it is simple and user-friendly which saves the time you have to spend on customized training programs to train your employees. Time of the employees will be saved in a great deal as the major part of the workload can be hand over to TigernixERP CRM, creating more time to engage in other important business functions. Hence, even the staff members will find this interesting and get motivated to use it.

## Easy CRM-ERP Integration

You do not have to alter your existing ERP system once implementing TigernixERP CRM, because this module is compatible with any software system. TigernixERP CRM can be synchronized with any existing ERP system enabling you to work as an integrated system with all other organizational functions. Hence, there is no additional cost or burden in executing this super supportive software module.

# BASIC FUNCTIONALITIES

TigernixERP CRM is an all-inclusive CRM software package in the market which has tip-top features to power your CRM functions and fuel the relationships with customers.

## CRM Operations

TigernixERP CRM module comes with all the fundamental CRM software functionalities to automate your company's CRM process.

- Sales and purchase management.
- Help desk functions.
- Management of customer events
- Planning of tasks.
- Follow-up of commercial activities.

## Efficient sales tracking

With TigernixERP CRM, each step of your sales process can be tracked, thus you can take corrective measures in case the process is not aligned with the set standards.

- Income and expense estimations
- Effective follow-up tools
- Scheduling tools
- Various filtering options
- Re-allotment of sales potentials
- Ability to manage attached documents
- Supporting to web forms through XML-RPC.

## CRM Call center scheduling

As TigernixERP CRM has its own call center scheduling mechanism, call center operations of your business can also be assisted.

- Managing follow-up and allot requests
- Issues categorization
- Working hours/roster controlling
- Partners chart and detailed call history

## CRM Strategy application

This feature enables you to segment your target audience and existing customers into several clusters and target the most profitable customer segments.

- Decision support options
- Customer relationship identification
- Customer intelligence





## Bulk SMS and Emailing tools

TigernixERP CRM comprises a bulk SMS and Emailing tool which is a contemporary option for CRM systems.

- Bulk email management
- Automatic SMS sender
- Supporting to mobile devices

## Multi-functions

The software is designed to assist different organizational structures in diversified environments. Thus, it comes with multi-functioning.

- Multi-companies, groups and users
- Multi-lingual options
- Multiple communication flows management

## CRM event management

All your organizational events can be managed with this functionality, making the event management simple and more punctual.

- Easy event parameterization
- Event filtering and searching tools
- Subscription management
- Generation of audit trails

## Draft Invoice

From drafting the invoice to getting the printed document to your hands Tigernix-ERP CRM module helps you with its invoking features.

- Customizable invoices
- Hourly billing
- Invoice history
- Multi-currency invoicing
- Online payments
- Payment processing
- Recurring billing tools

## CRM Contacts Manager database

TigernixERP CRM contributes in administering your customer contacts efficiently and strengthening the relationships with them creating a win-win situation for both the company and clients.

- Customer/supplier contract management tools
- Price list management/ Update
- Unified supervision of all contacts ( customers, suppliers, prospects, employees...etc.)
- Address book options
- Intricate relation module between organizational partners
- Protected against data lose and theft

## CRM report generation

A featured function of TigernixERP CRM is, its sophisticated report generation tool that speeds up your decision-making process and feasibility of decisions. With reports prepared electronically based on the information obtained by tracking customer buying behaviour that stored in a centralized database, the process of report generation will be simple and easy.

- Detailed sales history records
- Invoicing management
- Automated delivery process
- Web-based scheduling tools
- Effective activity tracking tools.

## Easy to use toolkits

To simple CRM related workflow, TigernixERP CRM consists of a user-friendly set of tools to save your time and scale up efficiency.

- Quick zoom in /zoom out
- Easy navigating functions
- Auto-completion of web fields.
- Partner's preference management through an integrated platform
- Post Office Protocol
- Supporting to Outlook (iCAL).
- Import/export of files/reports through MS Excel of nomadic scripts.
- Estimate in PDF or Word (MS or OpenOffice) for easy altering
- Complete support to other software modules: HR, management of projects and tasks, sales and purchases.



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