

CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

KEY BENEFITS

BUSINESS USERS

- Access, update and store Customer Contact Details
- Capture turnover and payment details against individual customer
- Increase business revenue through effective customer relationship management growth
- Receive intra-period information on the revenue and payment performance without having to perform consolidations
- Drive sales activity to department managers by providing timely information
- Provide each user with timely and consistent sales and payment information
- Drive payment performance, forecast and budget accountability down to departmental managers by providing visibility and comparisons to forecast and budget versus actual, collections and net outstanding

IT

- Accelerate deployment of regional data warehouse
- Integrate data from multiple sources to provide business users with one stop shop view of the customer and business operations
- Tailor analysis to specific functions, including regulatory reporting functions
- Adapt to changing external and internal needs by leveraging, not replacing, existing investments

Oryx Middle East Customer Relationship Management (CRM) is designed to help Sales Departments increase productivity, keep on top of management objectives and create new strategies by getting an easy access to Customer Contact Management, Sales/ Turnover, Customer Payment History details and Credit Analysis.

CRM Sales Analysis provides better visibility into the factors that drive revenues. These applications are Sales Analysis by product, contract type and by date, which are designed in a friendly and simple way in order to simplify an interpretation of analysis and time to a shortest possible.

CRM Credit Analysis provides users with a complete view of customer payment culture and its changes during time period. For example, Customer Payment Score analysis enables better insight into the choice in terms of customer selection and business immediate focus on cash collections.



Figure 1: CRM Credit Analysis provides payment history, outstanding debtor and debtor days performance analysis with an easy option to specify analysing time period or specific customer.

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- 1.2. Customer contact information
- 1.3. Personal contact information
- 1.4. Reports

2. Sales Analysis

- 2.1. Sales analysis by contract type
- 2.2. Sales analysis by product group
- 2.3. Sales analysis by project
- 2.4. Sales analysis by sales representative
- 2.5. Top 10
 - a) to date
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- 2.6. Top product group breakdown
- 2.7. Customer turnover
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3. Credit Analysis

- 3.1. Payment analysis
 - a) Payment score by class
 - b) Payment length summary
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- 3.2. Outstanding debtors
 - a) Outstanding summary
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