



## Mobile Wave 3

### E<sup>2</sup>P Customer Relationship, Sales Leads & Sales Orders

#### ●●● Overview



At the core of the MW3 Ecosystem Enabling Platform (E<sup>2</sup>P), is a very strong and well thought of Customer Relationship Management (CRM) system.

The CRM is more than a contact management system; it is for all customer-facing personnel in your business.

The E<sup>2</sup>P CRM is designed to easily manage the sales cycle from prospect to implementation, assist customers with confidence knowing all the required information is at your fingertips and minimize operational risks while maximizing cash flow with powerful credit management tools.

#### ●●● Key Features

- Account & contact information repository
- At-a-glance access to key information
- Configurable permissions for each user
- Drag-and-drop Email from MS Outlook®
- Drill down & drill around information access
- Integrated with business operations
- Multiple contacts per customer
- Configurable custom fields
- Broad customer data access
- Customer contact management
- Email communication management
- Contact/Email history & notes
- Notes throughout the system
- Keyword lookup
- Google Maps Integration for mapping addresses

#### ●●● Key Benefits

The CRM is a customer information repository. All customer data and historical information (transactional and non-transactional) is consolidated in one place and is available through all the other E<sup>2</sup>P systems. With single screen access available to everyone in the company (with permissions).

The CRM ensure high-quality, consistent customer interactions across all business channels. A CRM software that will keep your customers delighted and your support operations running smoothly.



*The E<sup>2</sup>P CRM is fully and seamlessly integrated with the following key commercial business functionality:*

- **Leads Management:** Online lead capture, offline list imports, lead assignment, customizable lead qualification data fields, & lead history information.
- **Contact & Customer Management:** Manage & share an unlimited number of contacts & account profiles, create custom-defined fields, maintain complete customer history, search capabilities.
- **Marketing Lists:** Manage prospect & customer marketing communication materials, unlimited number of mailing lists, Mail Wizard for exporting lists and Broadcast Email Wizard.
- **Sales Opportunity & Activity Management:** Custom-defined fields, customized naming, sales cycle phases & probability increments, activity management, alerts.
- **Sales Order Management:** Customer information & detailed purchase history, credit status, customer service history, quick quote, convert quotes to orders with 1 click, mobile sales orders.
- **Multiple Sales Channels Support:** Manage and fulfill all customer sales leads and orders coming from all channels; a retail Point of Sales (POS), direct sales force in the field, indirect sales through Value Added Resellers (VARs), distributors and dealers or through multiple e-Commerce shopping stores.
- **History & Transactions Records:** Complete account history, customer communications and logs of historical transactions of orders, detailed products purchased, payment & credit history notes.
- **Reports & Dashboards:** Create unlimited reports with Crystal Reports® for pipeline analysis & forecasting, sales trends, gross margin analysis, win-loss analysis, customer service trending and analysis and review or other CRM information.

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