

AFFINITI CRM

Customer Relationship Management Solution

Affiniti CRM is a proven Customer Relationship Management solution that helps grow leads through lead harvesting and reduce costs with process automation, leading to performance visibility across sales teams. Affiniti CRM has made acquiring and retaining customers much easier to achieve.

What are the pain points faced by companies without a proper CRM Solution?



Loss of revenue

Dispersed customer touch points
Time consuming lead consolidation efforts



Poor service levels

Lack of SLA monitoring
- Service requests, complains and inquiries



Lack of visibility

KPIs of sales team performance for timely decision making



Increased customer handling time

Lack of customer portfolio/Customer-360 and history of engagement



Customer churn

Lack of customer satisfaction measurement



Increasing costs

Inability to classify/segment the customer base and carry out targeted marketing campaigns

With Affiniti CRM, your business can achieve

20%

Efficiency Improvement

30%

Cost Minimization

100%

Performance Visibility

Benefits and features AFFINITI CRM



Dashboard-Based Analytics

A simple but holistic dashboard with customizable content



AHT

Reduce Average Handling Time (AHT) per customer for call center handlers



Automated Lead Management

Enables users to track pipeline activities, tasks, and targets from prospect stage through to the conversion stage



Customer Onboard Management

Verification of customer details during the KYC process



On-the-go access

For sales leads, activity and ticket updates (Android and IOS)



Content Visibility

Upload information to a centrally stored location and share it easily and instantly with colleagues



Sales Forecasting

Set and monitor targets for sales staff



Real-time SMS, Email

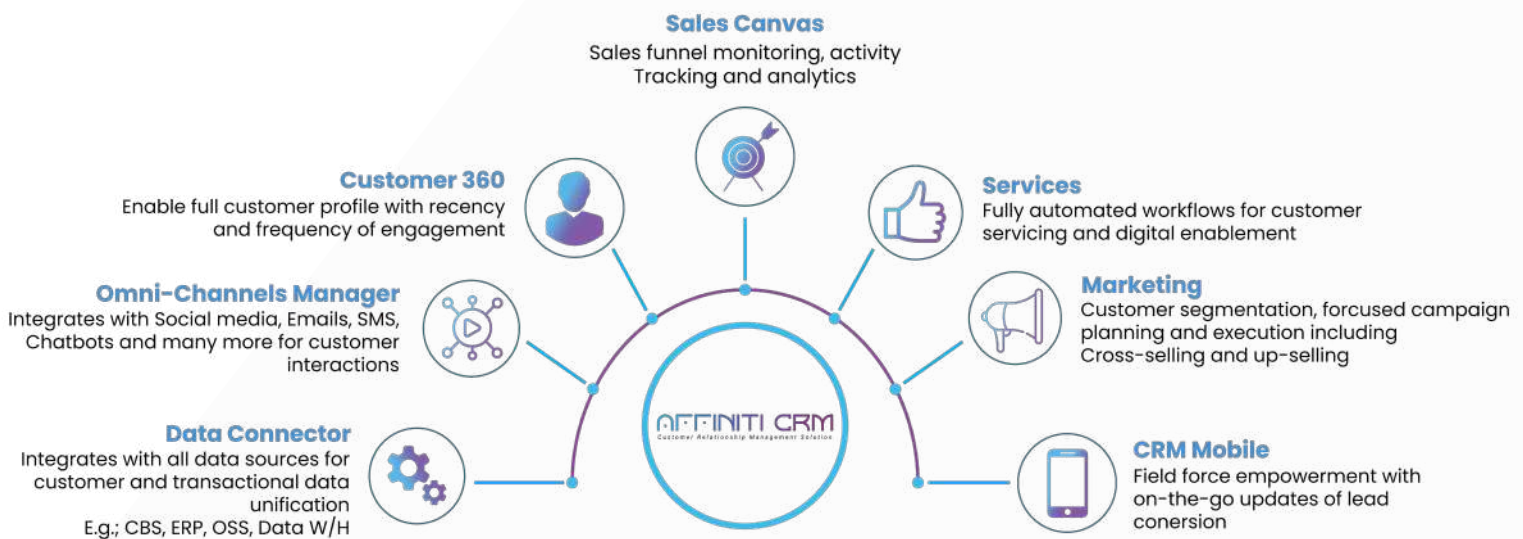
Instant messaging, and customer satisfaction surveys can be sent through the system making it easier for coworkers to ask and answer each other's queries



Contact management

The latest and entire customer activity history including other ticketed items easily available to access and update

Module Composition



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