

KRITI CRM

Software for Productivity and Performance

Customer Service
Sales
Marketing
Finance
e-Office
Asset Management
Contact Management
Business Intelligence
Modules

KRITI CRM is a Software Suite to manage total functional aspects of Customer Relationship and improve efficiency of Companies. KRITI CRM is an Integrated Solution to win and retain Customers in the competitive Business environment through efficient Management of Support, Services, Sales, Marketing, Public Relations, Accounts Receivable, Payable, Office Administration and Order Management Functions.

KRITI CRM permits you to quickly access Information on multiple Dimensions by connecting Divisions, Subsidiaries, Regional Outlets and Entities to a Universally Accessible Central CRM Server to monitor Customer Relationship Functions, Performance, and Activities and increase Customer Satisfaction.

Best suited to
Service Providers
IT, Instruments
Office Automation
Power Conditioning
Air Conditioning
Vehicles, Utility &
Hospitality Services

Profiling
Prospects
Quotes
Invoice Preparation

Customer Service

Customer Service Module of KRITI CRM has Customised version to Monitor the Post-Sales support functions of Multiple Industry Verticals, IT Products and Services, Electrical and Electronic Equipments, Power Conditioning Equipments, Air Conditioning Services, Automobiles, Hospitality, Finance etc. The Solution monitors Call Center Activities, Request Management, Task Management, and Resolutions and take care of Total Life Cycle of the Customer Services.

Sales

Sales module of KRITI CRM facilitates you to Profile Prospects, Segregate Leads, Identify Prospects, Funneling etc. is also possible. Quotes and Invoice Preparation are possible through the system.

Sales Expense Monitoring of each Sales account can be monitored through the System.

Sales Module helps you to develop more Accurate Forecasts, Measure effectiveness, up-sell and close accounts more efficiently. Powerful Information Management Tool facilitates the executives to organize the call to reduce wastage of time and efforts.

Well Informed
Marketing Decisions
Through an efficient
Decision Support
System

Monitor
Receivables
Payables
Improve Profits

Marketing

Marketing module of KRITI CRM facilitates you to organize Track and Execute Marketing Campaigns, Exhibitions, Road Shows. It helps to bring in results through effective Information and Data Management towards building a powerful Decision Support Systems to the Marketing Division.

Powerful Information Management facilitates the Marketing Division to organize the Marketing Functions to measure benefits and reduce wastage on Campaigns. The System can facilitate to analyze Responses and Results in more effective way.

Finance

Finance Module consists of Receivable and Payable Monitoring Modules.

Receivable Monitoring Module can be customised to collect Data from ERP, Finance Modules, Accounting Software like Tally, WINGS etc. and gives Data for the Executives to follow up the Accounts pertains to them to follow up the receivables and update Status.

Paperless Office

e-Forms

e-Circulars

e-Reporting

e-Instructions

e-Correspondence

Custom Design to
Process & Workflow of
Office Documents,
Service Delivery,
Process etc.

Payable Monitoring Module helps to submit the details of Payments due to various Vendors, Parties, and Customers etc. This facilitates the Finance Departments to allocate Funds and Track priorities on outstanding payments. .

e-Office

e-Office is a Web based Office Administration Solution towards managing New generation offices in a totally Paperless Environment.

KRITI CRM e-Office Module facilitates to manage all Communications, Correspondence, and Messages. in a well-organized method.

e-Office Solution permits You to configure your own Office Forms, (Material Requisition , Leave Applications, Vehicle Requests, Claims, Progress Reports etc) and take actions on these forms on a Totally Automated Workflow Environments on LAN, WAN or Internet .

Setting up of Process Automation on user defined Hierarchy, Role and Rule based activities are permitted in the System. The total Workflow pertains to each document is taken care in a very Professional and Simple Fashion. Tracking of each Record, Forms, Requests are possible in a system.

Material Management
Asset Management
Maintenance
Performance Tracking

You can build your own Forms Routing Channels for Finance, Production, Administration, Sales, and Marketing etc.

Other Functions like Issue of Instructions, Circulars; Office Order etc. can also be handled through the system.

Logistics

KRITI CRM Logistics Module consists of Inventory, Asset Management, and Maintenance Monitoring functions.

Inventory Module permits you to know the status of stock position of each item at any given Periods and Projects.

Asset Management Module facilitates you to Record, Monitor and Track the functional aspects of the Assets acquired by the organization. It facilitates organization to segregate Assets on various Groups, Classifications, Categories and Methods, Maintenance, Repair, Consumption, Loose Items, Scrap etc.

Performance Monitoring are possible on status of the Assets, its Maintenance, Repair, Calibration, Insurance Status etc.

Facilities to record User wise or Department wise holdings, Effective and Efficient administration of Assets are permitted by the System

Connect to
Fax
e-mails
Telephone
Directly

Contact Management

Contact Management System is a Desktop Application permits users to directly contact the contacts through direct interface to Telephone, Fax, e-mail and web

Data Profiling

Data Profiling Tools permits you to Profile the Data pertains to your Customers, Employees, Vendor, Contracts, Competition, Products, and Projects etc.

The Data Extraction is possible on various Permutations and Combinations for any Ad-hoc Requirements. Data Profiles maintained will be made accessible on a secured fashion.

Add on Data Acquisition Tools

KRITI CRM is a ready to implement solution, with capability to Customize and Design Data Acquisition Templates or to interface with any existing Data source, Applications, Electronic Devices towards faster and efficient Implementation and Management. With capability to deploy across the Enterprise, KRITI CRM can provide the advantages of managing Output and Reports generated from various Information Sources and Technologies.

Powerful
Business Intelligence
Data Management
Data Transformation
MIS Tools for
Decision Support
Systems

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Business Intelligence Tools

Easily configurable KRITI CRM, MIS and Report Designer Tools makes it a truly flexible solution for all skilled and unskilled users to structure and organize Systems for Intelligent, Analytical and Consolidation functions on various Permutations and Combinations.

MIS and Data Management Tools

Cost Accountants, Executive, Customer Relationship Managers and Decision-Makers can view Priorities, Concerns, Problem areas, Trends, performance and forecast facts and figures on different dimensions towards meeting Customer Requirements. What if Analysis on multiple parameters permits users to quantify and qualify the Corporate Performance Monitoring at desired intervals?

MIS Bank facility permit Users to File important MIS Reports and Statements in a private Executive Report Bank, with advantage of Reviewing and forwarding to other Officials on a workflow environment.

With optional features to transform Information to other widely used Office Tools such as MS Excel, MS Word, HTML and XML and facilities to Publish selective Information makes KRITI CRM ideal for Smart Enterprises