

Cutting-edge Business Software  
**NAMASOFT**<sup>TM</sup>



*Customer Relationship  
Management system*

**NAMA ERP**

*Enterprise resource planning*



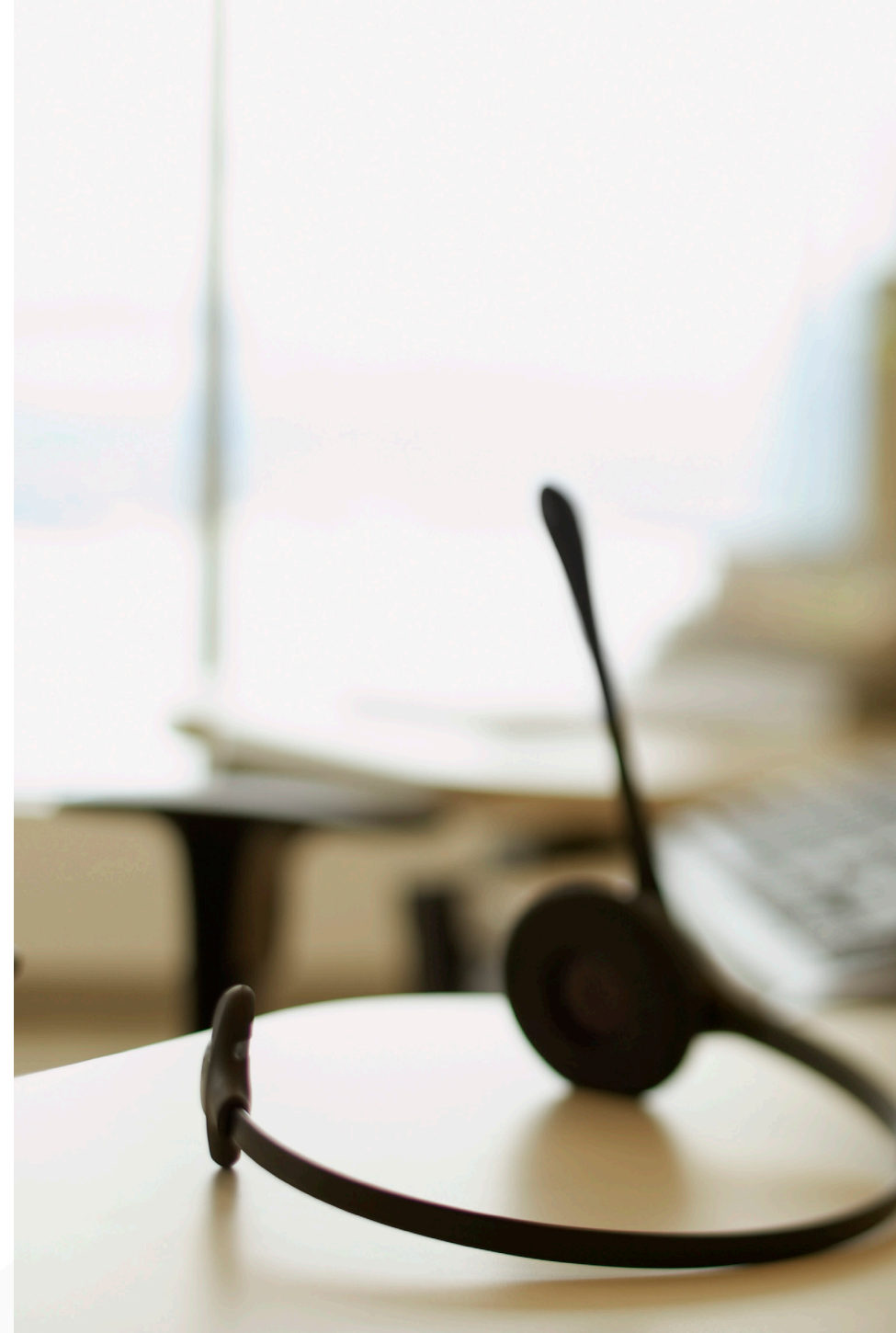


## Overview

### Customer Relationship Management

Customer is always right. Famous words express the importance of the customer in the sales process where the customer is considered the center of commercial activity and a basic substrate for sale. Nothing is easier than to buy goods for sale or provide support service for profit, but the whole difficulty lies in reaching to the targeted client and convince him to buy, then please him through after-sales service, so that the client becomes a point of advertising for the enterprise; consequently, increases sales opportunities and maximizes profits.

NAMA provides a CRM system for customer service through which you can record all data of the customers in addition to all enterprise activities with clients whether expected or actual customers so that no information related to marketing, sales, and after-sale services may be wasted. This methodology helps the decision maker to expect future sales and consequently the financial position within the year periods.



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Customer Relationship Management system

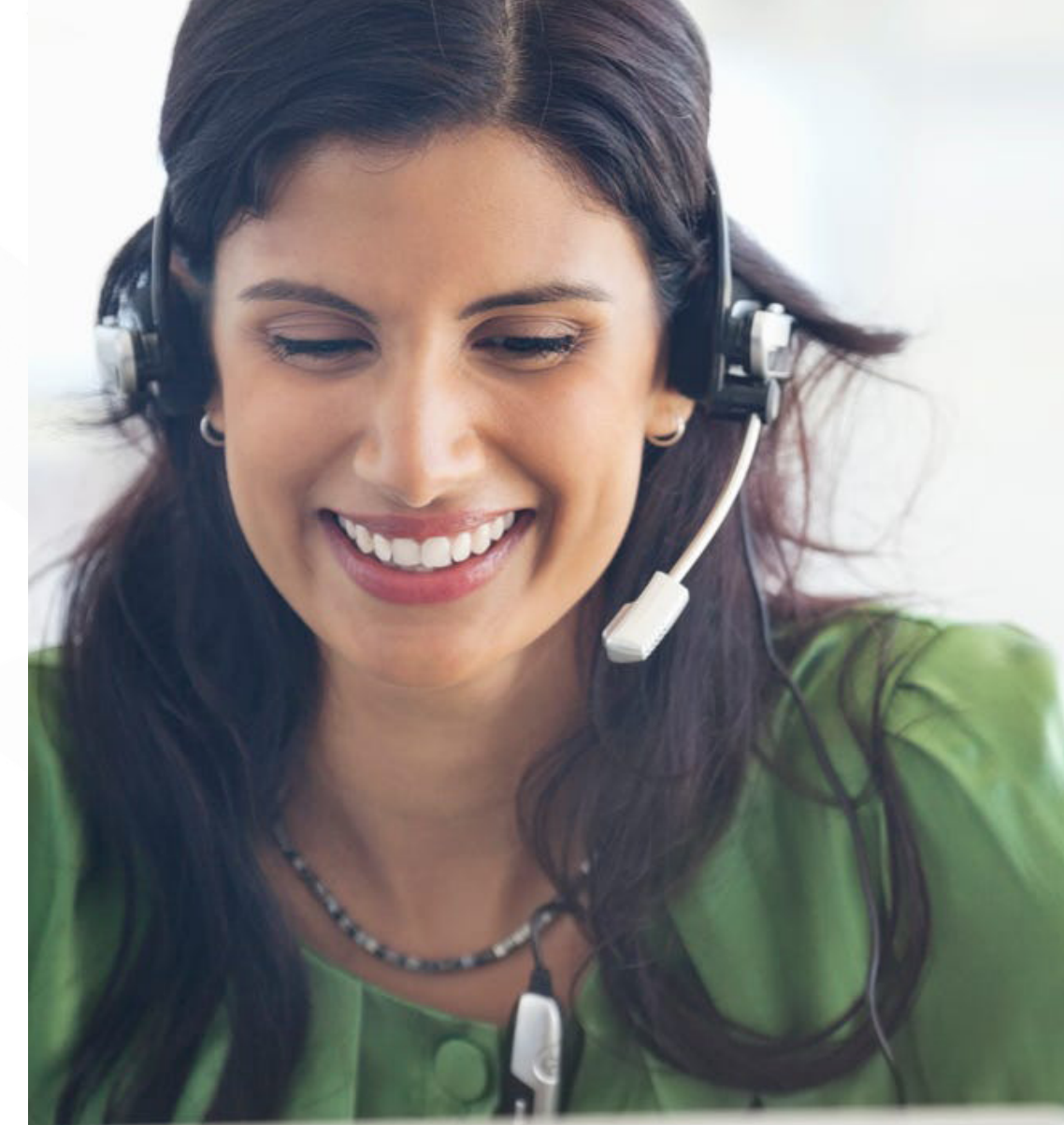
### *Instantaneous information about everything related to customers*

Usually the marketing department at the beginning carries out marketing campaigns to get a list of potential and expected customers. Thereafter, sales department tries to turn them into actual customers. After that, the enterprise conveys the goods or provides the service to customers, issues the invoices, and follows up the collections. Finally, the customer support department trains the customers if necessary, and responds to customer inquiries and resolves their problems.

NAMA provides a comprehensive CRM system to support all phases of dealing with customers. In just a few seconds, you can display all data related to a specific customer, recognize the extent of his satisfaction for the provided services, the number of his complains, and how the customer support department deals with its requests. This way, CRM will be an actual mirror for decision maker to view all customers details and all phases of sales process.

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Customer Relationship Management system





## 1. Technical Support



### 1.1 Features

#### Customer Relationship Management

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#### Service and maintenance contracts

NAMA supports service and maintenance contracts with recording comprehensive data including the contract value, terms, service period and customer information with the ability of attaching any documents that related to the contract or warranty or others. Via the service contract, you can insert all items/services with the warranty period for each item. NAMA supports a specific file for warranty in addition to define the percentage for both agent and mediator, where the system provides special files for agents and mediators. On the other hand, NAMA supports adding any number of additional contracts to the main contract with all details of each one.

#### Follow up customer services and monitor their execution

NAMA supports all after-sales service that are represented in support requests, complaints, suggestions, and development requests, where NAMA supports a specific document for each of these points. You can follow up all these points and monitor all their tasks via the visit documents, customer calls, and the executions of customer requests



## 1.2 Reports

- Support requests (per status, customer)
- Development requests (per request type, status, customer, product, priority, relative weight )
- CRM Warranty contracts (Valid, finished, about to finish)
- List of complaints and suggestions within period (per customer, product, type (suggestion or complaint))
- List of visits within period (per customer, status (Initial, Postponed...,))
- List of CRM service contracts within period (per customer, contract type)





## 2. Sales Force Automation



## 2.1 Features

### Full support for marketing policies

Any information related to marketing or sale could be recorded in the system, where any marketing campaign, inquiry from any person, or Improvisational call,...etc could be recorded as a CRM lead that may be converted into a potential sale upon expecting that the customer is interested in any of the enterprise products. This potential sale may be converted into a sales quotation and consequently a real sales invoice. NAMA provides a comprehensive file for each phase that contains all customer data including contact information, mediators, products that the customer interested in, and other information.

### Define the contact ways with clients

CRM system of NAMA adapts with the enterprise according to its abilities, where you can adjust the system to acknowledge the customers by the new items, services or solutions provided via Emails or SMS according to the enterprise capabilities.

### Powerful system for assigning tasks

Dealing with customers before or after sale means the way of getting money, and then maximizing the enterprise resources; therefore, choosing the proper employee is a very important point. NAMA provides many organizational files for this purpose, where there is a special file for complaints, another file for complaint resource, and a third file for the types of marketing campaigns. When working with this organizational environment taking into account the giant authorities system of NAMA, the tasks could be assigned to the employees according to their expertise and trust granted for each

of them. This way, the services and marketing campaigns will be performed in a very professional manner. Furthermore; the system supports issuing complete projects including their tasks, contacts, visits, and training related to the customer support, and linking these actions with specific employees so that defining start and end date for all defined tasks and the project as a whole. This methodology helps the enterprise to measure the productivity for each employee and have enough information about the weak points for each of them.

### Flexible questionnaire system

Under the frenzied competition between different companies and the convergence of prices and the temptations offered by competitors, clients no longer have to deal with enterprise permanently, even with the provided good services. Mature companies now anticipate events so that maintain customer loyalty and full satisfaction. Via questionnaire system supported by NAMA, you can communicate with your customers periodically to have full information about the extent of their satisfaction about products or services provided, defects, required features, advantages provided from competitors,... and so on. You can also, use the questionnaire system with the ordinary public to see changes and variability of the market. NAMA provides a special file to record infinite number of questions whether related to marketing, customer support, or others. You can also define a questionnaire template that includes a group of questions in order to be invoked all at once in the questionnaire screen; furthermore, NAMA supports linking the questionnaire with any of the system records such as customer, vendor, item, invoice, and so on.



## 2.2 Reports

- CRM Potentials statement within period for a sales man or more
- CRM Leads statement within period for a sales man or more
- Expected sales within period according to CRM potentials and leads
- Statement of new customers per day



## 3. Marketing Automation



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### 3.1 Features

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#### Monitor targets and marketing plans

NAMA supports defining scenarios for marketing and customer support in all year periods in order to compare them with the actual work to recognize the extent of deviation; and consequently determine the success or failure in achieving planned targets for marketing and customer support.

With NAMA, you can define monthly plans for marketing and customer supports so as to compare them with the actual activities for the enterprise employees to have instantaneous information about their commitments to their assigned tasks. For example, you can define a plan for a marketing employee to perform a specific number of phone calls to offer the enterprise products to a specific number of customers an executions number of customer requests. The system will automatically compare these plans with the actual activities; and therefore, evaluate the employees working to make the right decision.

#### Define the contact ways with clients

CRM system of NAMA adapts with the enterprise according to its abilities, where you can adjust the system to acknowledge the customers by the new items, services or solutions provided via Emails or SMS according to the enterprise capabilities.

#### Complete link between the system components

NAMA provides a complete link between the system components in order to execute the support procedures and move from phase to another in a flexible manner. For example, you can create calling or visit documents via the service contract. You can also monitor all support requests via the service contract. For another example, you can turn the complaint into a support request or escalate it via the complaint screen. The support request could be converted to Frequently Asked Questions (FAQ), where NAMA supports a specific file for FAQ. This way, all customer support procedures could be performed through the windows that leading to them, the matter which makes from the system a comfortable environment to record marketing and support actions.

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## 3.2 Reports

- CRM Marketing campaigns executed within period (Per product, campaign employee)
- Schedule of consolidated operating plans
- Costs of marketing campaigns executed within period (expected, actual)



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