# CUSTOMER RELATIONSHIP MANAGEMENT

The **MAJIK** Customer Relationship Management module is a cost-effective and powerful system that can be used to generate more sales revenue and maintain existing customer loyalty. It can provide far more than telemarketing since it can be used to develop new customers, sustain an existing customer network as well as improving general customer communication.

The flowchart that follows outlines the **MAJIK** Customer Relationship Management System.
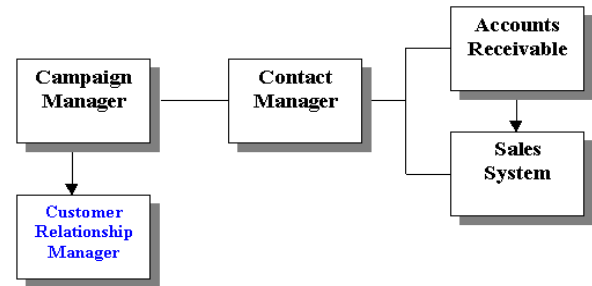
BENEFITS

Call Management
- Ability to handle inbound calls such as responses to promotion and advertising, enquiry on sales order status, pricing enquiry, status of delivery and stock availability, and accepting new orders.
- Ability to handle outbound telemarketing including follow-up call to direct mail orders, quoting prices, advising of stock availability, promoting new products etcetera.

Customer Service Support
- A cost-effective marketing tool as compared with face-to-face sales calls.
- Facilitate debt collection via facilities to record notes and payment promises.
- Ability to accept payments when customer decides to do so while on the sales call.
- Facilitate improved customer and product support functions such as complaint handling, information requests etcetera.
- Ability to handle market research and surveys for feedback on product and service quality.

Call Planning
- Ability to create and modify call plans. A call plan is a record of contacts with a customer. The system maintains an on-line history of activities completed by date order.
- Ability to extract contact data and allocate tasks to telemarketers.
- Easy tracking of call status and history.
- Call questionnaires can be pre-defined to lead telemarketers through a question and answer selection list which enables the telemarketer to simply tick the one that closely resembles the best answer.

Reports
- Call Plan Report
- Call Plan summary Report
- Sales Calls By Date
- Sales Calls By Territory
- Company/Contact Details Report

Advantages

❶ Call plan maintenance.
❷ Script writer to extract contact info.
❸ History of calls for each contact.