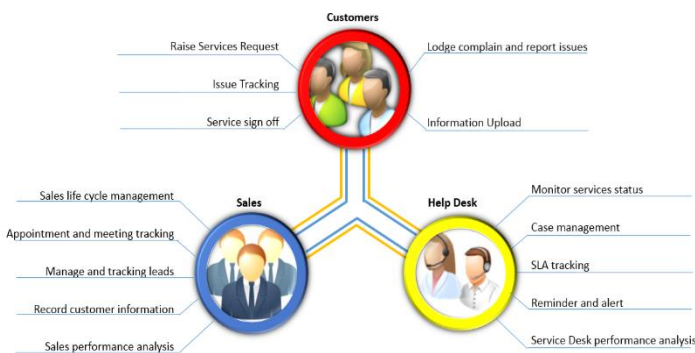## Introduction

Customer relationship management is the key business driver to ensure business revenue growth and retention. GoMyCRM is a cloud based CRM platform that concentrate on 3 focus areas namely:

- Sales
- Helpdesk
- Customer

GoMyCRM Solution Overview

Sales: The sales centric CRM module handling fundamental of sales life cycle management which allow each individual sales activities to be tracked from lead generation activities until sales closure. GoMyCRM provides contact management module to record customers and prospect contact detail for future upselling and remarketing purpose.

Customer: GoMyCRM consist of a customer portal which provides the channel for customer to raise service request from a list of pre-defined service categories. Customers are using customer portal as communication channel with product and services providers including report and provide detail explanation about their request. It allows tracking the progress of the services request and until case closure.

HelpDesk: In services desk operation, the company shall define the categories of services provide to their customers and prospects. This is important in services desk operation to route the right category of services request to the respective services desk officer who has the specialize skill to manage customer request.

In addition, GoMyCRM provides the feature to equip operation manager in managing task delegation within the services desk. It has includes analytics dashboard to monitor the operation progress to ensure services level agreement (SLA).

Furthermore, it comes with dashboard to analyze overall operation performance and allow further performance analysis until services desk officer level.

Sales	Helpdesk	Customer
• Sales life cycle management • Appointment and meeting tracking • Manage and tracking leads • Record customer information • Sales performance analysis	• Monitor services status • Case management • SLA tracking • Reminder and alert • Service Desk performance analysis	• Raise services request – Change request, support request, etc. • Lodge complain and report issues • Tracking of issue status and contact agent in charge. • Upload relevant document/image. • Online sign off services request

Functions and Features Overview

The Common Industrial Challenges

People
- Manpower intensive due to manual/conventional operating model
- Skillset constraint
- Overlapped job scope/role

Process
- Inconsistent process across all reporting entities
- Delayed communication
- Unreliable data collection process

System
- Zero risk tolerant
- Tedious software license & infrastructure management and investment
- Report/Data Inaccuracy
- Silo System

Benefit of our solution

Cloud Enable		Cost Effective	
High Availability		Customizable	
DR Ready		Scalable	

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