Umbrella

Customer Relationship
Management System (CRM)

About Opus Technology Limited

Opus Technology Limited is a software development firm, experienced in developing custom software, mobile apps, web development, artificial intelligence, games, animation and so. Founded in 2012, Opus Technology Ltd delivers advanced software today that empowers, innovates, and transforms the office completely and digitally for all our clients tomorrow. Collaborating with our clients to establish efficient, unified, and trusted data insights is what we excel at, sharing all of our state-of-the-art technology and unmatched skills. Using years of experience, our range of solutions tackle specific process, planning, consolidation, reporting and analysis challenges with adaptable, out-of-the-box functionality, designed to deliver a faster time to value whilst remaining easy to use.

About Umbrella – Customer Relationship Management System (CRM)

Umbrella – Customer Relationship Management System (CRM) system is a software tool or platform designed to help businesses manage their interactions and relationships with customers. It is a centralized system that stores and organizes customer data, tracks customer interactions, and facilitates various customer-related processes. CRM is a platform that integrates many departments, such as marketing, sales, and customer support, and organizes their notes, actions, and metrics into a unified system. Every user has direct, easy access to the real-time customer data they require. This not only allows for exceptional collaboration across teams and departments, but it also enables businesses to offer their customers something out of the ordinary: personalized, one-to-one customer journeys. Because cloud-based CRM software can expand and scale with your business, any organization, regardless of size, may profit from a CRM-software-based system. Most businesses notice a large increase in leads, sales revenue, and client retention when they implement a CRM system.

Why Umbrella?

- ➢ A modern CRM for a modern business that is pleasingly simple to use.
- ➢ Dedicated migration, deployment, and training programs
- ➢ Extensive developer platform for creating unique solutions and integrating them
- ➢ No hidden costs
- ➢ Best price in the market
- ➢ Ability to integrate with other solutions
- ➢ Real-time and collaboration capabilities

Module Details

CRM systems are often made up of modules or components that focus on different aspects of customer relationship management. Depending on the software vendor and the demands of the organization, the specific modules provided in a CRM system can vary. The following are some of the most frequent modules found in CRM systems:

Contact Management

This module is the core of a CRM system and focuses on storing and managing customer contact information, such as names, addresses, phone numbers, and email addresses. It allows businesses to have a centralized repository of customer data for easy access and updating.

Lead Management

Lead management modules help businesses capture, track, and manage potential sales leads. They enable lead scoring, lead assignment to sales representatives, tracking of lead sources, and monitoring of lead conversion rates.

Sales Management

This module focuses on managing the sales process and pipeline. It includes features like opportunity management, deal tracking, sales forecasting, quotation management, and sales analytics. It helps sales teams streamline their workflows, monitor sales performance, and improve their overall sales effectiveness.

Process Management

Your Sales CRM should capture every step of your business process—from identifying a prospective buyer to closing a deal. You should be able to automate your offline processes, map them into your Sales CRM system, and execute complex business functions with ease.

Performance Management

Every sale counts. Give your reps the necessary tools that will help them outperform themselves every single time. You should be able to get a better understanding of your territory-wise sales performance, future revenue projections, and lead predictions–all within your Sales CRM.

Team collaboration

Every member of your team should be able to have a unified communication platform to help them stay connected and work together, wherever they are. A good Sales CRM will help your sales force to share notes and collaborate internally without having to use multiple apps

Marketing Automation

CRM systems often include marketing automation modules that help businesses streamline and automate marketing campaigns. These modules enable email marketing, campaign management, lead nurturing, segmentation, and tracking of marketing activities. They integrate marketing efforts with customer data, allowing targeted and personalized marketing communications.

Customer Service and Support

Customer service modules provide tools for managing customer support and service requests. They include features like ticket management, service level agreement (SLA) tracking, knowledge base management, and customer self-service portals. These modules help businesses deliver efficient and effective customer support and enhance customer satisfaction.

Analytics and Reporting

CRM systems offer analytics and reporting modules that enable businesses to analyze customer data and generate meaningful insights. These modules provide dashboards, reports, and data visualization tools to track

key performance indicators (KPIs), measure customer satisfaction, monitor sales metrics, and identify trends and patterns.

Integration and Collaboration

CRM systems may include modules for integration with other business systems and collaboration tools. These modules facilitate data exchange between CRM and other applications like email clients, calendar systems, project management tools, and customer feedback platforms. They also enable team collaboration and communication within the CRM system.

Mobile CRM

Many CRM systems provide mobile CRM modules or companion apps that allow users to access CRM data and perform key functions on mobile devices. Mobile CRM enables sales representatives and field agents to access customer information, update records, and manage tasks while on the go.

Security

The primary focus of Opus Technology Limited is to keep your data safe. As the system deals with important user and company information, it should require safety protocol to ensure the safety of the information. The online training portal management system provides security through the ISO standard, GDPR complaint, registered and trademark organization.

ISO standard

The standardization of the online training portal system ensures the safety and quality of operations by providing the guidelines to meet learners' and consumer's expectations. The ISO certification for the system ensures the compliance training more efficiently within the scheduled time automatically with proper system configuration. ISO 9001:2015 is the international standard that specifies requirements for Quality Management System (QMS). Opus Technology Limited is an ISO 9001:2015 certified organization, following their high standards for consistently providing products and services to customers to which other organizations can certify.

GDPR Compliant

The online training portal system has the ethical duty to ensure the safety of the information with the principles of availability, privacy, integrity, and confidentiality. It means safeguarding the information is the responsibility of the system and should be provided to those who can access it. Our system completed the GDPR compliance and it follows the guidelines for the collection and processing of personal information from learners.

Finally, centralized learning is another major benefit provided by Online Training Portal. It allows an organization to safely organize and store all big data in one location. This allows instructors and admins to more easily update and maintain learning materials. It also helps produce effective training that is consistent across the organization. Furthermore, it includes advanced encryption features that help guarantee the data and content remain secure.
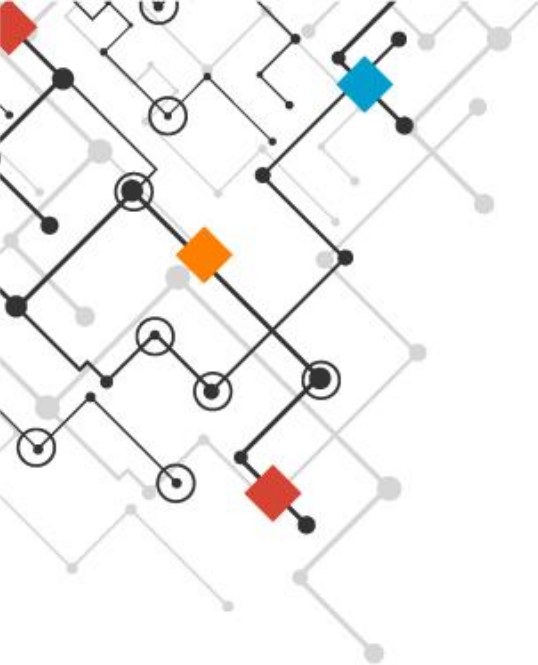
Office Address:
Opus Technology Limited
80/3, Khan Tower (2nd Floor)
VIP Road, Kakrail, Dhaka, Bangladesh
Ph: +880 1811 317 129

Web: www.opus-bd.com
Email: info@opus-bd.com