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## KenCloud™ Customer Relationship Management

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Swash Convergence Technologies Limited

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## ***KenCloud™ CRM (Customer Relationship Management)***

**SIMPLE SOLUTION, GREATER EXPERIENCE**

### **Overview**

The lifeblood of every business is targeting the new customers, acquiring, engaging and retaining them for a longer period so as to gain loyalty and maximize the profitability. In today's business environment customers are well known about you, what you do and accordingly expect high level of customer service. With the use of effective technological tools, collecting and analyzing customer information becomes easy, which is certainly required to build relationships in the first place. Our cloud based CRM solution **KenCloud™ CRM** is a total CRM result that mechanizes your sales and marketing, client administration and other verticals. It is a fully automated Customer Relationship Management (CRM) with creative functionalities to ensure effective Returns on Investment (ROI).

According to a report by Gartner, cloud-based CRM deployments currently represent more than 40 percent of all CRM deployments, and look set to reach 50 percent during 2015.

To facilitate higher and repeated sales, KenCloud™ CRM brings you an agile, less risky approach to a scalable and integrated solution designed to deliver business level performance which leads to more satisfied customers ultimately resulting better outcome.

### **What we Offer?**

**KenCloud™ CRM** software provides an online Customer Relationship Management solution that offers a company with a better view of its clients; supports automating crucial sales operations- from leads assessment to marketing campaigns and allows decision makers to effectively execute customer focused strategies and make sure efficient sales management.

### **Insights: KenCloud™ CRM**

- Sales Management - comprehensive set of sales tools, to manage people, processes and information
- Service Management - drive customer satisfaction and constantly improve the quality of your customer support
- Marketing Management - manage your campaigns and measure their effectiveness



- Knowledge Management - innovations, best practices, integration, improved performance, competitive advantage, and continuous enhancements
- Sales Task Automation & Follow Up Tracking
- Sales Order Generation & Sales User Performance Tracking
- Easy Access to Sales & Customer Information
- Quick & Responsive Customer Services
- Improved Forecasting Capability
- Fully Customized Sales Dashboard with Different Bar, Funnel, Pie & Line Charts

### **Business Benefits for you**

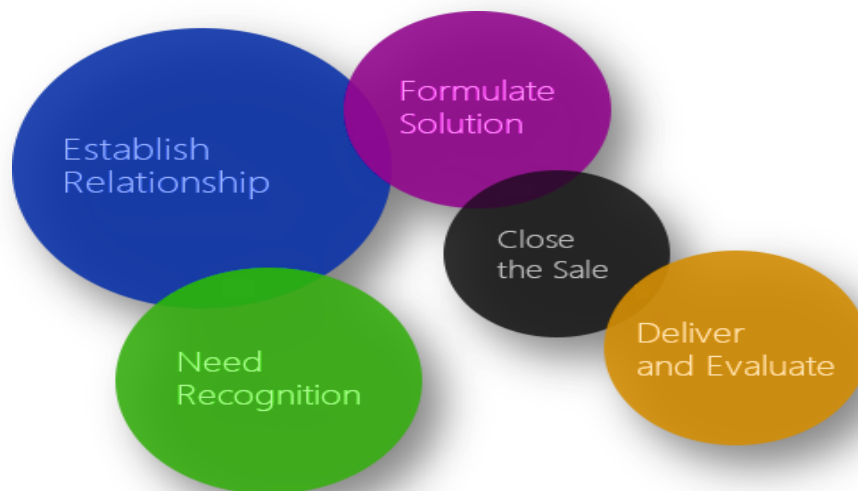
- Amalgamation of various Business processes
- Manage the most of sales opportunities
- Turn prospects to customers directly from CRM
- Provide timely communication
- Offer exclusive customer service and keep track of your client information
- Eliminates human error from the business making the business more efficient
- Better control and view over key information of customers
- Improves cost efficiency – better profitability and lower cost
- Provides expandability and mobility to the business
- Zero cost of Ownership
- Ease of Use (User friendly workflows and interfaces)
- Improved time and money management
- Supports Growth and scalability as well as diversity in business
- Helps in staying ahead of competition with satisfied customers
- 360-degree view of your business, anytime, from anywhere
- Secured - Hosted on highly secured Microsoft Azure servers
- Automatic updates and upgrades



## Why KenCloud™ CRM??

### Primary reasons setting it apart

- Promoter is an IT Architect – understands the products in the industry & have made KenCloud™ CRM one notch better through their in-depth domain expertise
- KenCloud's IT architecture and nuances which is exhaustive at the back-end & user friendly & secure in the front-end, is a key USP
- Not too complicated for deployment as well as use
- Simple console and report availability in only "3 clicks" make the software very easy to use
- Extremely cost competitive in the industry, 'pay per user' models. Zero cost of acquisition for the buyer
- Telephony integration - SMS and Conference Gateway Embedded.
- 100% mobility solution for tracking and managing through all versions of Android, iOS, RIM, Windows based phone, tablets and express pads.



## Portfolio of KenCloud™ CRM

### ✚ Campaign Management

#### *Key Features*

- Execute & manage CRM Campaigns
- Implement CRM promotional campaigns



- Check and manage details of CRM campaign- campaign goal, type, status etc.
- Initiate efficient e-mail promotion campaigns using user-described lists as well as e-mail templates.
- Export list of CRM campaigns to different formats such as .csv, .pdf and so on.
- Free & professional Email Templates

#### **Lead Generation and Management**

##### *Key Features*

- Computerize and speed up lead management (lead creation, qualification, conversion & sales opportunities)
- Get leads right from your site with the help of Web-to-lead form & manage successfully in KenCloud CRM
- Import all the leads from different external sources- trade shows, web downloads, direct mail, seminars, and other campaigns
- Create lead assignment guidelines to mechanically allocate sales-ready leads to the concerned sales persons
- Tailor Sales process for both B2B and B2C business settings

#### **Contact Management**

##### *Key Features*

- Monitor all contacts and concerned sales prospects, sales operations and related details from a central repository.
- Manage contact hierarchy with your client company to realize better coordination while dealing with customers.
- Import external resources and sales contacts and various business applications.
- Establish contact assignment guidelines to automatically allocate contacts to the workforce in your company.
- Sales Forecasting



## Account Management

### *Key Features*

- Extensive Accounts Details
- Extensive Accounts Service in addition to Support services
- Spreadsheet functionality
- Put an activity, Opportunity, Contact or case
- Import Documents
- Export Company accounts

## Order Management

### *Key Features*

- Cut-down excessive paperwork and mistakes by allowing sales to convert opportunities to order with a single click
- Pace up the order management process using automated approval & workflow organization
- Integrate pricing and discounting guidelines automatically to quotation process, allowing real-time quotation management
- Improve average order size by incorporating smart up-sell management to order capturing process
- Enhance satisfaction of sales team by estimating incentive compensation automatically and updating quota processes

## Document Management

### *Key Features*

- Tagging
- Share
- Document previews
- Document storage
- Search
- Document lifecycle management



## Innovation at Swash

Our Developers are innovators, rather than being followers. Since inception, Swash has continuously working on its technical platforms to map itself with the current IT trend. It enables Swash to use latest platforms to differentiate itself from others. Our aim behind using all the latest technical platforms is to give our clients a scalable solution. Business in current market is no longer limited with traditional boundaries. With rapid change in technology, we ensure that we can deliver best possible technical services to our valuable clients.

## Technology Stack

We are recognized by Microsoft as Windows Azure Featured Partner world-wide, Microsoft Cloud Accelerated Partner & Microsoft Small Business Specialist. We specialize in developing strategies and software solutions, which are built around latest Microsoft technologies, to enable IT cost savings and increased profits for our clients. Our KenCloud CRM is built on Windows Azure platform, the most advanced and revolutionary Internet-scale computing and services platform hosted in data centers managed or supported by Microsoft.

## Deployment

KenCloud ERP Suite is available both as on premise as well Software-as-a-Service (SaaS) models. It is the most preferred choice for businesses across the globe as it encompasses in-built intelligence and business acumen for your industry.



## Multi Device Accessibility

The entire suite of products is accessible over the Internet, which gives you the freedom to access information from any part of the globe at the click of a browser button, whether from a laptop, a PDA, mobile phone or a tablet PC. So, you and your colleagues can monitor, manage and execute tasks even when you are on the move.



## Swash Advantage

- Large and complex project engineering and handling capabilities
- End-to-end solutions for global clientele
- Extensive domain expertise
- Sizable resource pool with diverse skill sets
- Strong customer and vendor relationships
- Strong service delivery chain

## Know Us

Swash Convergence Technologies Limited is one of the leading Software Development Company, with global existence; began its successful foray into the IT world in 2001, flourishingly spreading its fragrance both in the National as well as the International market especially in the business of providing IT solutions & Services to its clients. Swash Convergence Technologies has been recognized as one of the Microsoft Windows Azure featured partners worldwide. Our team lay on the three milestones i.e.: Simplicity, Excellence and Excitement, which helps us to create value in our strategies. It carved out a niche for itself among IT companies, as a provider of single window software solutions and services. In SCTL, we honor the collective strength of all our employees & believe that diversity is the key to our competitive advantage.

For organizations that want to bag new opportunities and establish a competitive position, Swash Cloud ERP Solutions give end-to-end results that scale up or down as required. We accommodate with consulting network, mobility services so that you can concentrate on what matters – innovating, developing and providing customers an extraordinary experience.

To learn more about SCTL, please visit our website at - [www.swashconvergence.com](http://www.swashconvergence.com)

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