

CUSTOMER RELATIONSHIP MANAGEMENT



WHAT'S IT?

CRM (Customer Relationship Management) is a technology and strategy designed to help businesses manage and improve their interactions with current and potential customers. It centralizes customer data, streamlines communication, and automates key processes like sales, marketing, and customer support.

Here's a breakdown of key elements:

1. Customer Data Management
2. Sales and Lead Management
3. Marketing Automation
4. Customer Service and Support
5. Analytics and Reporting

By centralizing all customer interactions in one platform, a CRM helps businesses enhance customer satisfaction, improve productivity, and ultimately increase revenue.



WHY IT'S ESSENTIAL?

Whether it's brand recall, repeat business, or even positive word-of-mouth, there are a lot of benefits to connecting with customers—potential and existing. That's what makes CRM so critical to business success.

When you establish and deepen your relationship with your customers, you get:

- Customer loyalty: Happy customers are more likely to return for future purchases.
- Positive word-of-mouth: Satisfied customers recommend your business, helping you grow.
- Valuable feedback: CRM gives you ongoing insights to improve and meet customer needs as you scale.
- Increased revenue: Loyal customers are easier to upsell or cross-sell, boosting your sales.
- Brand advocacy: Great relationships turn customers into passionate advocates for your brand.
- Better understanding: CRM helps you learn from past interactions to connect with future customers more effectively.



COMPONENTS OF CRM

**Lead
Generation &
Management**

**Pipeline
Management**

**Customer
Service and
Support**

**Marketing
Campaigns**

**Business
Reporting and
Analytics**

**Integration
Capabilities**

**Salesforce Automation and
Marketing Workflow Automation**



HOW TO MANAGE CRM COMPONENTS?



The success of any customer relationship-building strategy depends on how well you streamline your CRM systems.

This can be done by optimizing the six core features or modules that comprise a large part of any CRM platform—automation, data centralization, customization, reporting and analytics, safety, and integrations.

Here are a few ways you can set up and manage your CRM system to empower your customer-facing teams:

- Create a centralized customer database
- Save time with automation
- Customize your CRM to match your needs
- Set up custom reports and dashboards
- Set up safety measures to protect customer data
- Connect your CRM system with your other tools



CRM FOR REAL ESTATE

A **CRM** for real estate helps agents and brokers manage client relationships, track leads, and streamline property deals. It organizes buyer and seller information, automates follow-ups, and keeps your pipeline moving.

Problem Statement:

At **NBC Realty**, agents face challenges in managing client relationships and tracking property leads. Disorganized data and missed follow-ups result in lost deals, slower sales processes, and declining customer satisfaction, impacting the firm's overall performance.





Solution Approach:

We introduced a tailored CRM system at **NBC Realty** to streamline operations and boost client relationships.

Key improvements included:

- 1. Centralized Client Data:** All client info was organized in one place, enhancing personalized service.
- 2. Automated Follow-ups:** Agents received automated reminders, ensuring no leads were missed.
- 3. Personalized Communication:** Seamless messaging tools kept clients informed and engaged.
- 4. Task Automation:** Automated workflows made property management and deal tracking smoother.
- 5. Data Insights:** Real-time analytics helped identify client trends and refine strategies.

This solution led to faster deal closures, improved client satisfaction, and stronger sales performance.



OUR CRM

Introducing one of the **easiest and quickest CRM systems** on the market, designed to transform your client management experience. Our user-friendly platform lets you effortlessly capture and store vital client information in just a few clicks.

- **Snap and Save:** Instantly take and store pictures of clients or properties.
- **Voice Notes:** Record quick reminders or key discussions with clients.
- **Business Card Upload:** Easily click, upload, and store business card photos for instant access.

Our CRM centralizes all your client data, making it accessible and organized, allowing you to focus on building strong relationships. Upgrade today and streamline your client management process!



KEY BENEFITS

Here are some key benefits of our CRM

- 100% faster data entry with streamlined processes.
- 89% increase in follow-up rates thanks to automated reminders.
- 85% boost in customer satisfaction through personalized communication.
- 83% higher lead conversion due to efficient management.
- 85% faster response times with quick access to client info.
- 92% increase in sales revenue within the first year.

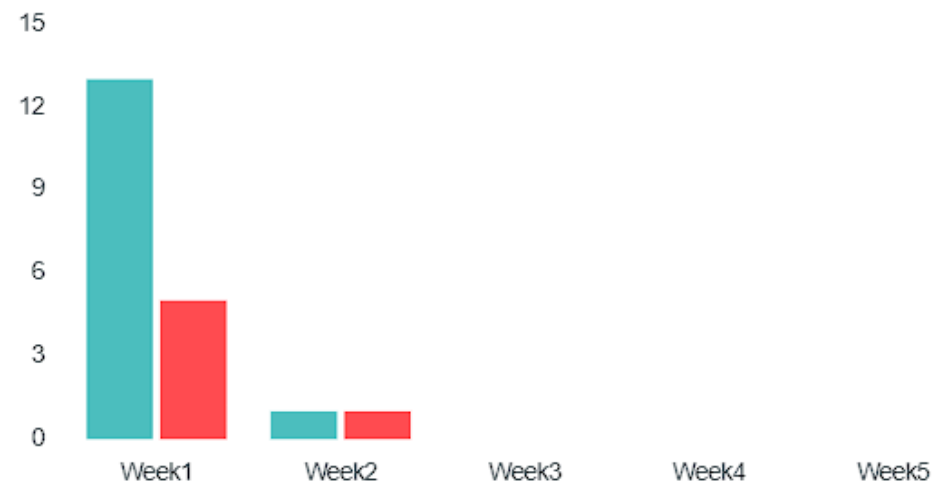
This CRM makes managing clients faster, easier, and more effective!



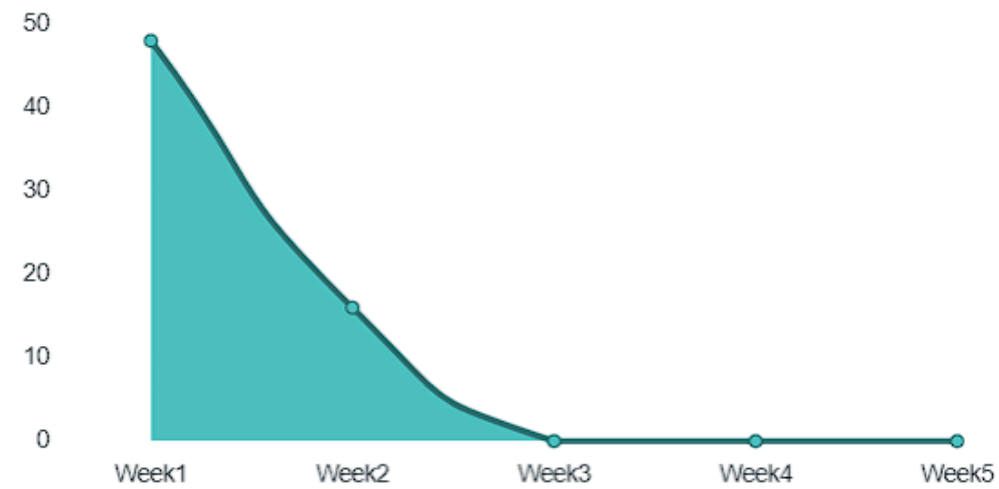
Dashboard

15 Sep 2024 - 14 Oct 2024

Leads Over Time



Leads Started



Top Leads

Leads via phone

55446.00 24 Sep 2024 18:41 ● New

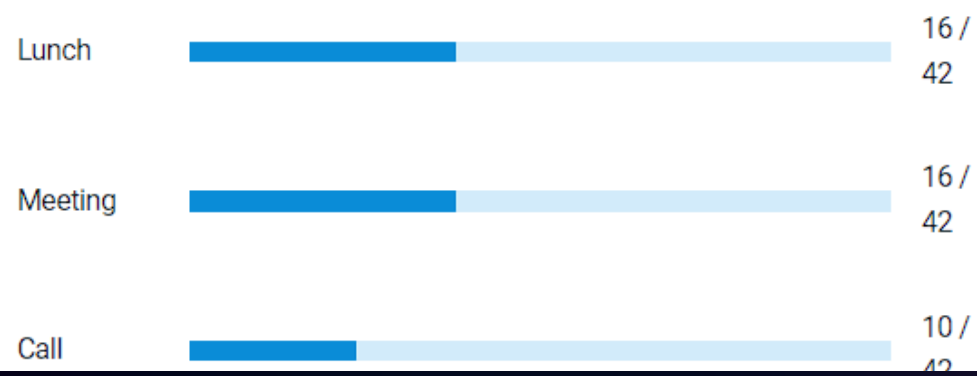
Gitex Global

9999.00 18 Sep 2024 17:18 ● New

Gitex Global

9999.00 18 Sep 2024 17:47 ● Prospect

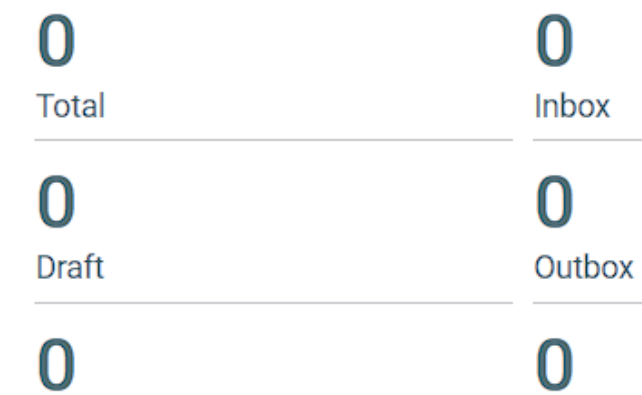
Activities



Pipelines



Emails



THANK YOU!

www.wappnet.com | www.wappnet.ai

