Stone Forest IT

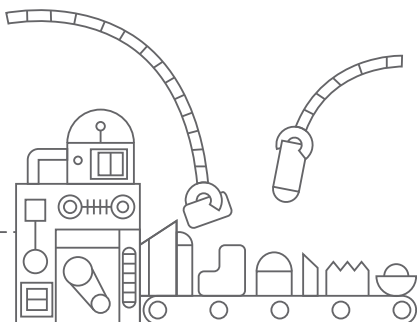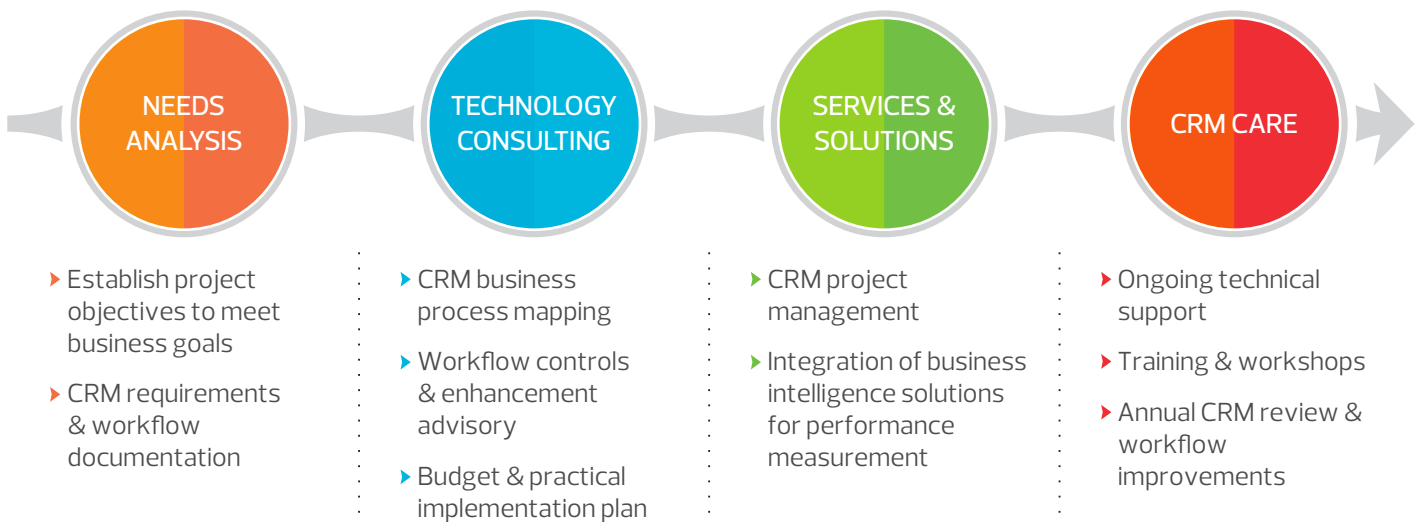AUTOMATION
COMPLIANCE
SALES & MARKETING
CUSTOMER SERVICE

Customer Relationship Management (CRM)

EFFECTIVE AND SCALABLE CRM STRATEGIES

With more than 15 years of experience in extending CRM functionalities beyond customer information management, Stone Forest IT delivers practical and optimal solutions that will transform the way you do business to better meet the changing needs of your customers.

Through **modelling and automation**, our team of CRM developers and consultants introduces **relevant, customised business logic and workflows** into CRM to optimise its full potential for your business.

OUR CONSULTING APPROACH

NEEDS ANALYSIS → **TECHNOLOGY CONSULTING** → **SERVICES & SOLUTIONS** → **CRM CARE** →

NEEDS ANALYSIS	TECHNOLOGY CONSULTING	SERVICES & SOLUTIONS	CRM CARE
▸ Establish project objectives to meet business goals ▸ CRM requirements & workflow documentation	▸ CRM business process mapping ▸ Workflow controls & enhancement advisory ▸ Budget & practical implementation plan	▸ CRM project management ▸ Integration of business intelligence solutions for performance measurement	▸ Ongoing technical support ▸ Training & workshops ▸ Annual CRM review & workflow improvements

IT Advisors to Growing Businesses

Stone Forest IT

EMPOWER YOUR BUSINESS WITH CRM

Sell smarter — Uncover hidden cross-selling & upselling opportunities

Work smarter — Automate business processes & task management

Connect smarter — Enhance multichannel customer service to track customer queries promptly

Qualify smarter — Improve sales pipelines by lead scoring prospects & customers

Analyse smarter — A powerful analytic & reporting tool with visualisation ability

Collaborate smarter — Enable multiple departments to record & share customer data for a unified customer view

Market smarter — Support email marketing campaigns & marketing automation

Protect smarter — Safely manage your customer data in a secure location

OUR CRM PARTNERS

Affordable, adaptable and user-friendly, our CRM partners' solutions are designed with the needs of mid-market companies in mind.

sage

Microsoft

For further information, please contact:
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