

Increase Revenue and Productivity Reduce Costs

A Complete End-to-End Sales and Service Management Software Solution

www.frontlineSSM.com



A user
friendly tool

frontline SSM is an end to end Sales and Service Management Solution for companies with multi locations, small/medium, to large sized sales teams. It streamlines the sales and service processes to enhance productivity within the organisation. Sales and service activities are recorded and tracked to enable better coordination and communication within and between teams besides laying down sales process and increase in efficiencies

This comprehensive software provides constant support in every step of the sales/service process beginning from lead generation and ending with after sales service.

frontline SSMTM
Sell More, Serve Better

Lead Generation

- Contact management
- Mass E-mails
- Mass SMS
- Catagorise data as per choice - Industry Segment wise, location wise, source wise etc
- Prints contact address labels
- MIS on contact management
- Facility for import of bulk addresses
- Mapping of contacts with multiple products applicable
- Campaigns library
- Contact history on a click

Business 'MANTRA'

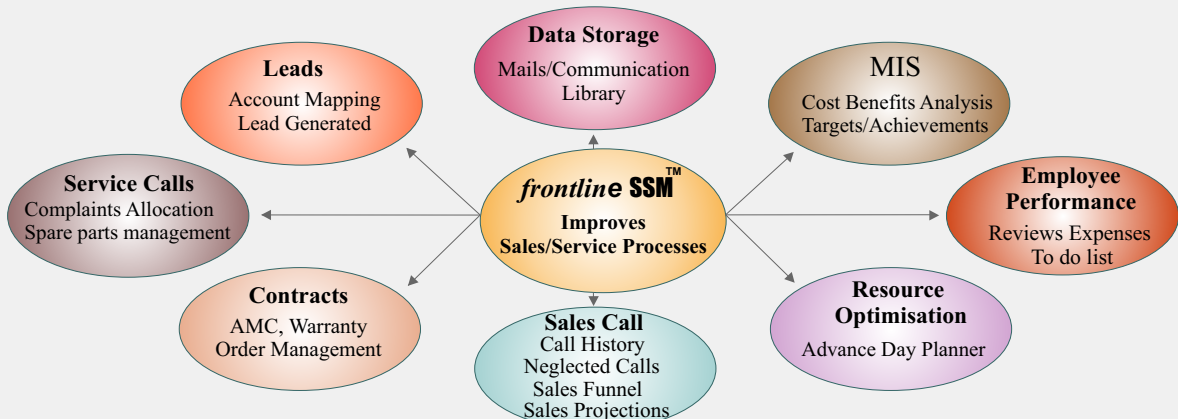
GENERATE LEADS & CONVERT THEM TO SALES ORDER & THEN TO SERVICE REVENUE

Sales Force Automation

- Sales call management
- Targets versus achievements
- Work planning/things to do
- Appointments scheduler
- Alerts
- Sales funnel management
- Feedback within team
- Centralised depository for price list/product information
- Time management
- Analysis and reporting
- Closed enquiries
- Sales order management
- Newsletter
- Sales forecasting and pipeline analysis
- Competition Intelligence
- Win/loss analysis
- Generates quotations

Service Management

- Complaint management with web interface
- Advance day planner
- Skill level assessment
- Service contract
- AMC order vs service cost
- AMC target vs achievement
- Spares analysis
- Preventive maintenance
- Employee profitability
- Customer satisfaction index
- Product history
- Resource optimisation
- Alert through SMS
- Installation management
- Strong MIS on complaints, AMC, warranty, preventive Maintenance, expenses etc.
- Escalation process availability



Lead Generation

frontline SSM assists in lead generation, manage contacts and send out product update/information etc. to existing customers/new prospects

- Sends out mass e-mails and SMS messages to generate leads
- Centralised data base of contacts
- Filters leads based on location, customer type, industry and more
- Campaigns library
- Impact report of campaigns
- MIS on available contacts for mobile Tel nos., personal information, email addresses, mailing addresses, Team segment wise, Product wise, location wise

Service Management

frontline SSM enables organisations to manage not only sales but also post-sale service activities that ensure complete client satisfaction.

- Complaint management with web interface
- Maintains detailed records of AMCs and after sale agreements made with each customer
- Prior alerts when AMCs are due or expiring to allow prompt follow up
- Schedules service calls and allocates resources effectively based on prior planning
- Records complaints and feedback provided by clients for future reference of all users
- Maintains records of each employee's skill sets so that resources can be allocated to service calls based on their expertise
- Sets targets for AMCs to be obtained and measure actual AMCs obtained against targets to measure productivity
- Records costs incurred on each service call against the revenue from the AMC
- Tracks the spares being used by engineers on service calls and manages purchase and distribution accordingly
- Keeps record of preventive maintenance commitments made by engineers and schedules timely follow ups

Sales Force Automation

frontline SSM is a comprehensive sales force automation tool to increase the productivity and efficiency of the sales force using real time information entered by users.

- Records conversion of leads into sales calls and tracks their position in the sale
- Creates and manages your daily schedule of sales activities with alerts for pending work
- Stores sales documents and other files such as price list/product specification etc. in the library storage system to be shared by all users
- Records temporary and permanent closure of sales calls along with feedback about the same
- Maintains secure sales records and allows access to relevant people on need to know basis
- Keeps account of time spent in various tasks throughout the day
- Generate and records purchase orders instantly
- Maintains records of competitors and their product features against which the company's products can be measured
- Creates sales targets for employees, divisions, and branches of the organisation based on multiple criteria.
- Tracks progress towards target achievement through reports generated by the system
- Measures individual and collective employee performance based on various criterias
- Controls duplicity of sales efforts
- Protects the organisation against loss of business due to attrition
- Controls sales expenditure
- Reduces non- sales time of sales team by eliminating time spent on report writing/review preparation
- Quick quotation submission
- Eliminates bulky sales files
- Alerts/feedback features facilitates faster decision making/closure of deals

Benefits to Organizations

- The software results in reducing the non sales time of the sales team by cutting down/eliminating time spent on report writing/review preparation etc. and converts same to sales time increasing turnover and profits
- Better coordination within organizations due to easy access to comprehensive information
- Increased productivity due to reduction in the time spent for filing paperwork and searching for contact details and other information
- Improved decision making due to availability of timely and up to date information
- Constant review and tracking possible with the help of detailed reports generated by the software
- Reduced pain of attrition as sales and service activities can be transferred between employees as a result of transparency within the organization
- Efficient resource management and planning based on prior knowledge of scheduled activities for the coming months
- Availability of information around the clock. Accessible everywhere, where internet is available.
- Faster communication with clients and employees based on knowledge of their particular situation
- Effective management of teams at different locations based on availability of uniform information
- Improves sales forecasting
- Crystal clear perspective in terms of market to the organisation
- Improved sales management functions helps in identifying what the customer wants at what price
- FrontlineSSM software saves at least 10 times the payment made by you for usage
- Works as virtual team in case of remote locations

Implementation

frontline **SSM** can be adapted to suit any kind of organization irrespective of size and industry. It is very user friendly, and user training is provided by our engineers at the time of implementation to ensure easy transition. Constant support is available after implementation to resolve your queries and issues.

The solution is web based and no additional hardware or software is required for implementation.

Visit us at www.frontlineSSM.com
Send email to sales@fsltechnologies.com

FSL Software Technologies Ltd.
a global IT solution provider

Website: www.fsltechnologies.com

Registered Office:

M-6, M-Block Market Greater Kailash Part-II
New Delhi - 110048. India
Tel: +91 987 179 6611

Development Center:

B - 22, Sector - 4 Noida - 201301, India.
Tel: +91-120-4250222
Fax: +91-120-4250818

Mumbai Office:

30, Ground Floor, Whispering Palms Shopping Centre,
Lokhandwala Township, Akurli Road, Kandivali (East), Mumbai - 400 101
Tel: +91-9819176613