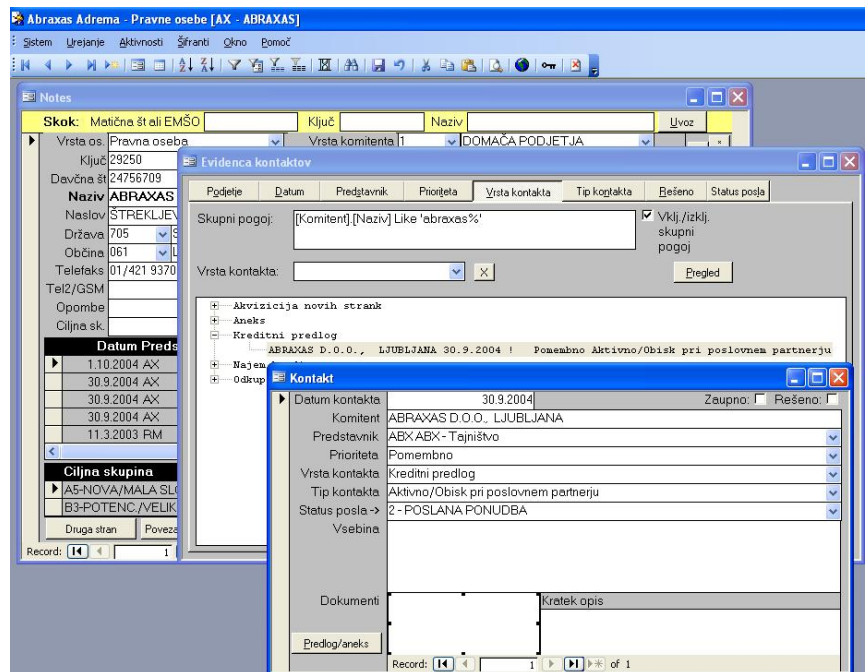# Abraxas CRM

Complete care for your clients and business partners

Give your clients the feeling that the world is turning just around them!

The main concepts of Abraxas CRM are planning, building and implementation.

Apart from CRM solutions, Abraxas offers implementation solutions which are detailed in real time.

Business partners expect quick replies, your full attention, for you to be approachable and adaptable whilst paying attention to detail to inform them of developments. Abraxas CRM assists with this by controlling large quantities of data.

Planning. The planning phase is examined together with our clients. We analyze clients' wishes, the real conditions and make a plan to provide the solution.

Forming the solution. The 'forming the solution' phase controls how the solution is progressed. The client has the opportunity to state how they wish the solution to be developed.

Implementation is the last and the most important phase. By paying attention to detail from the beginning and ensuring the project is planned will facilitate effective implementation and optimal performance.

"Planning and optimal performance is critical in all projects undertaken

with Abraxas".

Abraxas CRM works in two ways:

- An independent information system, which is the base for the complete business.

- An upgraded base (core) system. The main consideration when introducing a connection with core system is good integration, which enables data exchange between applications.

The CRM application is not just managing the mailing list of your clients. Some of our clients take data about selling, purchasing, services and other business functions from data storage.

This enables them to have a client overview regarding those business functions.

Implementation in a banking branch

Abraxas CRM is integrated with some banking branches principle information system. Abraxas CRM exchanges information related to financial health of the bank clients, their transactions relating to credits and deposits.

Abraxas CRM enables clients to be at the centre rather than their credits, deposits and transactions. Abraxas CRM users are able to obtain information and a complete review of a defined client. This information can be transferred both to and back from the core system.

The application offers complete control and overview relating to the client's contact history to the employees.

Application enables complete view over clients' business with bank to the managers and directors.

Complete sale support for the company

The CRM application operates like a base information system, which offers complete sale support for the company's functions.

The main advantage of using a business CRM is that the client is at the centre. Every detail is recorded including every call made and general customer feedback relating to other services the client may be interested in.

By having this detailed history of the clients' banking transactions other business the client may be interested in can be focused and

better quality service can be delivered.

By using this application all historical information can be displayed, whilst the client is on the phone, meaning that you can identify alternative or any further products the client may be interested in.

With properly organized database can you give feeling to your client that she is the most important.

By using this application you can ensure that your client feels important and special.

Forming questionnaire

A questionnaire can be formulated by which you can use to either call your clients or to use when clients are calling you. This assists with gaining customer feedback in relation to satisfaction of service and any suggestions or complaints they may have. This will enable you to have more awareness of your clients needs and ensure the correct product is available.

Use of CTI (Computer Telephony Integration)

CTI is an upgraded CRM solution. The CTI application assists with the integration of the telephone and computer system. When a client is called the system will automatically retrieve information from your computer system about

that client, detailing the history of business operations that client has had with the company. The client can be called by clicking a button in the application.

Connection with other applications

CRM can be integrated with other business applications. Our clients have used the application integrated with other accountant applications (Navision, Largo etc.). This application is connected to our other Abraxas solutions: Abraxas Telephone System, data warehouse, business intelligence, Abraxas Rating, Abraxas Reporting...

Localisation

The Abraxas CRM solution is being used in 25 European Countries. It includes multilingual support and works in Slovene, English, Bulgarian, Russian, Polish and Croatian language.

The application supports the Latin, Cyrillic and Greek alphabet.

Data collected in Abraxas CRM can be converted from one alphabet into another. So data storage can be transferred into the central data storage from the Cyrillic alphabet into Latin alphabet.

Experience

Abraxas has worked and developed within the CRM field for 15 years. During this time Abraxas Adrema was first launched and it was whilst working with this client that the CRM solution was developed a few years later.

In those times was made and used first Abraxas Adrema. Our first client has initiated CRM solution, which was offered on market few years later. With this move, its clients became the centre of their business, instead of the business itself.

The solutions for the CRM application are being developed by close co-operation with our clients.

Features

1. Planning, execution and implementation

2. Protection from non authorized user

3. The centre of business is your client

4. Independent information system

5. Upgraded CORE system

6. A number of implemented solutions

7. Support for many business functions

8. Assisting in sending of regular letters and offers (mail merge)

9. Quick and advanced searching

10. Assessment of all calls and a complete overview. Selection of genuine potential calls.

11. Measuring efficiency of sale and marketing activities

More Information

ABR**A**XAS