

mZapp CRM is a web based product built on an open architecture, with enormous flexibility for any Industry. Our approach is to deliver a solution that can increase processing productivity, show a quick return on investment, reduce expenses and help facilitate growth.

- Specially tailored for industry requirements
- Eliminates paper work to a large extent
- Generates important reports for smooth execution of business activities of the organization
- Flexible and customizable to meet specific requirements in order to serve your clients better
- Best and cost-effective platform, which is proportionate to business growth

Modules

- Admin
- CRM (Customer Relationship Management)
- DMS (Document Management System)
- Alerts
- Reports

Admin

The admin module provides the interface to setup and manage the application settings and configurations. It is the place to create and administer users, and assign permissions to them. It also provides facility to set and tweak configurations.

Application Settings

- Easy creation of users and guest accounts
- Activate and deactivate the users and guest accounts
- Configure role based access control for different groups of users
- Configure multi-level organization structure
- Create a designation tree for the entire organization
- Set the sharing access between the designations
- Set the record level access control for all the tasks
- Back up and restore the database
- Sample Reports:
 - » User Log report
 - » Role based privilege report
 - » Active/Inactive user report

CRM

It enables you to serve your customers and prospects better. It houses all the critical business information of an organization that is needed to develop effective sales, marketing and customer service strategies.

- Tracks information on prospective customers, and then qualify and assign enquiries
- Notify sales reps when deals are assigned to them
- Easily convert qualified leads into potentials without data re-entry
- Monitoring the progress of each customer transaction from an initial contact, close of sale upto post-sale support
- Assign priorities to potentials and leads
- Customized templates to create and send e-mail messages to prospects and customers
- Provides an efficient user-friendly interface to create and manage a centralized repository for customer information
- Facility to track tasks and activities
- Forecast sales, measure business activity and performance, track sales and service success, as well as identify trends and problems
- Maintain a historical record of all activities
- Valuable reports that help to identify common support issues, evaluate customer needs, track processes, and measure service performance
- Renewal reminder/alert through emails
- Conventional Sales process from lead generation to close of sale through:
 - » Pending Lead report
 - » Daily/Weekly/Monthly Executive Wise Lead report
 - » Daily/Weekly/Monthly Closed Potential report

DMS

This module helps in organizing, managing and keeping track of documents so that you can find them when you need them. With this module, you can create and maintain a secure document repository, quickly search and retrieve documents.

- Accessing documents at any time from anywhere
- Storing of your key documents in custom folders

- Search the documents using keywords

Alerts

Alert will remind you when you have an important activity or an appointment. It is also integrated with the business activities by generating reminders based on the given configuration with respect to the tasks.

- Sample alerts:
 - » Pending Lead alert
 - » Scheduled Call and Meeting alert

Reports

Reporting is a web-based analytical solution with unlimited report generation facility. It helps you create reports on the fly by connecting to the databases. You can define the structure and the way it is displayed. Other options include filtering, sorting, grouping and summarizing. You can then save it with a name of your choice. This report can then be regenerated by altering one of the parameters. For instance the date can be a parameter of sales reports. This tool can be used to generate any kind of report that is needed for the enterprise.

- Unlimited reporting capability - Generates infinite reports with real time information for informed decision making
- Quick generation - Generates reports quickly through an intuitive report wizard
- Flexible converting options - Option for exporting reports to multiple file formats
- Tabular reports for simplest & fastest way to list data
- Summary reports to list data with subtotals and other summary information
- Multi-module reporting capability to analyze critical business activities
- Facility to convert reports into graphical representation of charts

Benefits

- Deployment over the internet for global access
- Built with Web 2.0 standards
- Multi user operations built with cutting edge technology
- Reduced manual intervention

- Reduced transactional costs
- Improved end-user satisfaction
- Facilitates collaboration across your team
- Increase your customer service levels
- Eliminates delays and improves accountability
- Robust and Scalable enterprise class solution
- Eliminates data redundancy
- Greater control over routine activities and the elimination of redundant tasks
- Context-sensitive help
- Encrypted Password Protection
- Provides vast library of reports
- Export reports into XLS and PDF format and print reports instantly



Organizational Hierarchy and Designation Structure