

NexWaveERP CRM

Modern successful companies prioritise adapting to their customers' needs by leveraging automation to enhance responsiveness. NexWave Customer Relationship Management (CRM) offers comprehensive capabilities within a unified cloud solution. This includes robust features such as sales, marketing, and customer service functionalities.

NexWave CRM integrates seamlessly with other critical business processes, including sales performance management and order management. These integrations are designed to complement your existing NexWaveERP investments, providing a unified platform to streamline operations and improve overall customer satisfaction.

Lead Management

Lead management within a CRM system is essential for businesses aiming to convert prospects into loyal customers efficiently. NexWave CRM streamlines the entire lead lifecycle, from initial contact to conversion and beyond. Leads are captured from various channels and consolidated into a centralised database, ensuring all interactions and communications are logged for easy reference. By providing real-time insights into lead activity and performance metrics, NexWave CRM empowers your business to make data-driven decisions, optimise your sales processes, and ultimately achieve higher conversion rates.

Key Benefits

- Streamlined lead-to-cash process**
- Centralised Customer Data including contact details, interactions, purchase history, and preferences, providing a comprehensive view of each customer.**
- Improve Sales & Operational alignment**
- Improved Customer Relationships**
- Streamlined Customer Service processes**



Prospects

A prospect refers to a potential customer or client who has shown interest in a company's products or services but has not yet made a purchase. Prospects typically exhibit some level of engagement with the business, such as visiting the company's website, signing up for newsletters, or expressing interest in a product demo or consultation. Once a sales transaction such as an opportunity is created against the Lead, they will move to the Prospect stage of the NexWave CRM database.

Opportunities

Opportunity records play a crucial role in managing potential sales prospects efficiently. These records store important details about your prospects, including their contact information, interests, and current stage in the buying journey. They help you stay organised by prioritising your sales efforts based on the most promising opportunities. With the ability to track interactions, set reminders, and collaborate with your team seamlessly, you can ensure that you're proactive in nurturing leads and moving them through the sales pipeline effectively. Having all this information readily available empowers you to make informed decisions and maximize your chances of closing deals successfully.

Quotations

Quotation records are essential for managing and tracking the quotes you send to potential customers. These records contain details such as the products or services quoted, pricing information, and any special terms or conditions offered. They help you streamline your sales process by ensuring accuracy and consistency in your quotes, which can lead to faster decision-making from prospects. By keeping all your quotation records organised and accessible, you can easily track the status of each quote, follow up promptly, and make adjustments as needed. This enables you to provide excellent customer service and increase your chances of converting quotes into sales effectively.

Customer Service

In your CRM system, customer service functionalities are invaluable for delivering exceptional support experiences. You can efficiently manage customer inquiries, issues, and requests by logging them directly into the system. This ensures that all interactions are tracked and resolved promptly, fostering stronger relationships with your customers. With access to comprehensive customer profiles and interaction histories, you can provide personalised assistance and anticipate their needs effectively. NexWave CRM further allows you to manage Maintenance obligations and visits natively within the CRM suite. By leveraging all these tools, you can enhance customer satisfaction, loyalty, and overall business success.



Visibility to Inventory Management

NexWave is an integrated solution and CRM has full access to inventory information to ensure optimum use of your stock.



Campaign Management

NexWave CRM offers users the ability to manage Marketing, Email and Social Media campaigns from within the application.