

MODULES - Customer Relationship Management

Schilling CRM gives you a complete overview of the sales process from A to Z

With Schilling CRM you get an overview of the sales process, which makes it easy to customise your marketing efforts and maintain a goal-oriented and customer-focused communication.

Schilling CRM is a professional and time-saving marketing tool that supports the daily work of the sales manager and the individual sales representative – including tasks such as forecasts, segmentation, activities, and follow-up on offers.

Schilling Customer Relationship Management features:

- Efficient management and monitoring of campaigns and their response, actual figures, deviations, etc.
- Continuous overview of the sales process, including results, customers, prospects, etc.
- Fast and easy access to information for management and follow-up of the sales.
- Data extraction for reports and forecasts, may be done via Schilling Publishing Analyser.
- Flexible segmentation across systems, based on customer interests, activities, etc.
- The solution is fully integrated with Schilling Publishing and gives you the full benefits in combination with Schilling Publishing Portal and Schilling Publishing Analyser.

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Benefits:

- Increased sales through focused efforts and constant overview.
- Reduced costs through automated processes, and increased after-sales of various services.
- Value-adding marketing based on the customers' interests, activities, and behaviour.
- Buying and selling the relevant royalties/rights.
- Greater customer satisfaction through better service and a focused approach to the individual customer.