

**A Sales CRM for
Enterprise Business**

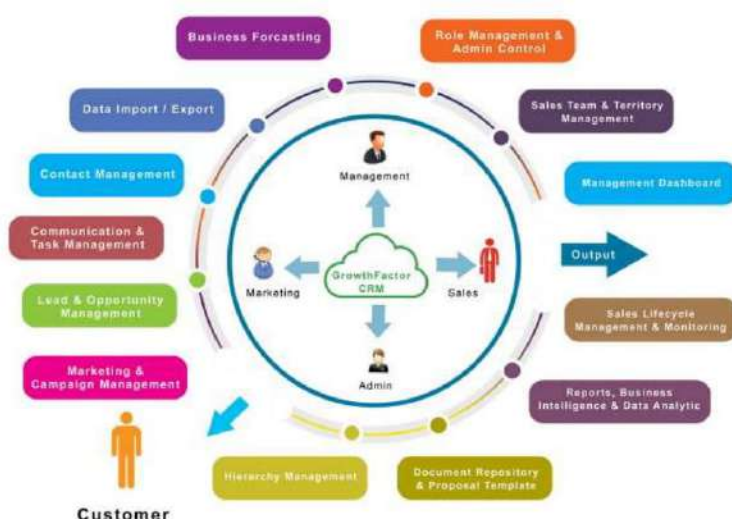
Feature Document



At the outset, we would like to thank you for showing interest in **GrowthFactor Sales CRM** system. It is a SaaS based / cloud based marketing & sales CRM, designed for seamless & smooth monitoring of all business team members of an organization.

GrowthFactor CRM is a Sales CRM specially designed and customized for organizations of all sizes across industries and business verticals. It is one of the most robust, scalable and user friendly solutions for managing all activities of Marketing and Sales functions.

Some of the reasons why **GrowthFactor CRM** is preferred than any other cloud based CRM software:



- Guaranteed 99% up time, 365 days, 24 hours a day offering real time access & visibility.
- Hosted on best cloud infrastructure, which can be scaled up in real time.
- Zero capital expenditure
- Significantly lower operational or servicing costs
- Significantly lower implementation time and hence costs
- Seamless integration with Mail Chimp solution & many more.
- Always the latest version with zero risk of managing legacy software

- Pro-active services and highly experienced team

- Little or no training required to become hands on. Extremely easy and user friendly.

- Affordable customization to match your exact requirements.

- Most importantly, it works! With an almost 100% success rate, we can safely say that it works perfectly.
- It is the most advanced and fastest growing software based on the latest technologies.

GrowthFactor CRM is leveraged by industries across country for their day-to-day sales and customer relationship activities.

We assure you that **GrowthFactor CRM** is the right solution for an efficient and cost effective management of your organization, while giving it the technology edge in a fast evolving industry trends.

We look forward to become a facilitator & the partner in the progress of your organization.

Thanking You.
Best Regards,

GrowthFactor CRM Team

GROWTH
FACTOR
Business Growth Engine

The GrowthFactor Sales CRM allows you to get, manage and convert leads into opportunities & accounts in a systematic & smooth way, with high-end and deep business intelligence & dashboard analytics.

Sales, Marketing & Customer Relationship Management System (CRM) – The GrowthFactor CRM Suite allows you to get, manage and convert leads into accounts / opportunities in a systematic way. This is not only immensely beneficial for your organization, but is also very easy to deploy & use.



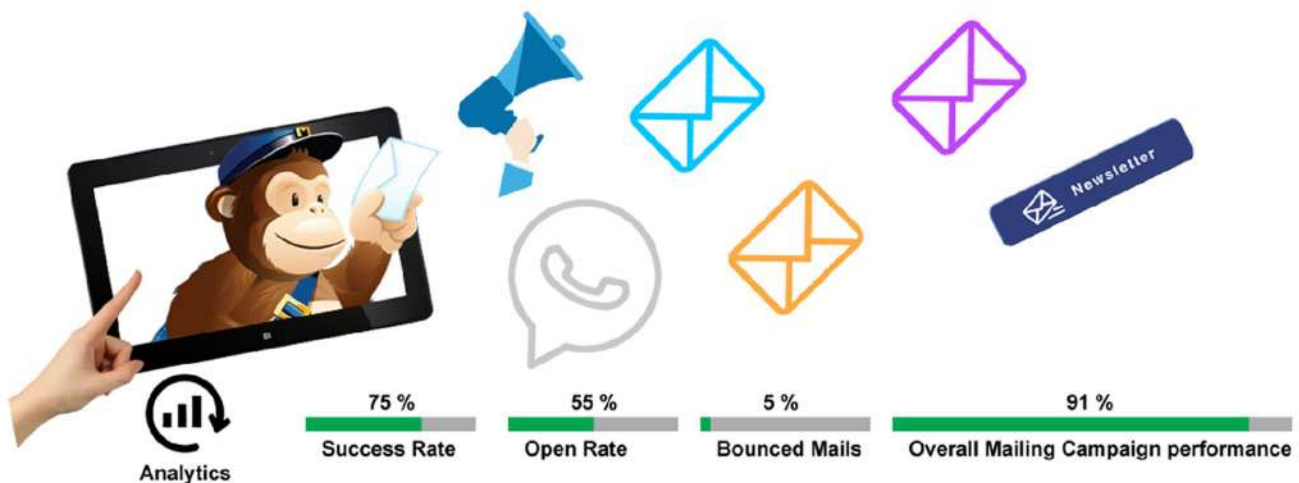
Feature Highlights

Marketing & Campaigns Management – This module is to manage and monitor various marketing campaigns and understand the ROI (Return on Investment) of every campaign and sub-campaign.

- Define Main Campaigns
- Define Sub-Campaigns
- Campaign Assigning
- Campaign Budgeting
- Campaign Scheduling
- Campaign Running
- ROI Defining
- ROI Calculation



Mailchimp / SendGrid Integration - This feature is used for mass mailing & lead generation process.



- Mass E-Mailing
- Newsletter Mass Mailing
- Complete Analytics, like:

Success Rate

Open Rate

Bounced Mails

Clicked Mails (i.e People reaching your website)

Unsubscribed No.

Forwarded Mails

Top Accessed Location

Overall Mailing Campaign performance, etc.



Sales & Lead Management – The CRM Suite allows you to generate, manage and convert leads into accounts in a systematic way. This is not only immensely beneficial for your organization but is also easy to deploy, with below features & sub-modules:

- Lead / Enquiry Management
- Opportunity Management
- Proposal & Quotation Management
- Customer & Account Management
- Contact Management
- Communication Management
- Task Management
- Daily Expenses Management
 - Create Daily Expenses
 - Approve & Disapprove
 - Manage Wallet (in any currency)
 - Historical records
- Ad-Hoc Task Management
- Calendar Management
- Order Management
- Document & File Management
- E-Mail Integration (IMAP integration)
- E-Mail Notifications & Alert Management
- Role Based Access Control
- Reports
 - Basic (500+ Exportable Reports)
 - Advance, &
 - Strategic





Business Intelligence & Data Analytics Dashboard - There are four major analytical dashboards for the top management team (CEO/CMD) with 90+ KPIs, giving massive actionable insights to the leadership team of any organization.

- Sales Analytics
 - Sales Analysis
 - Revenue Analysis
 - Forecast Analysis
 - Trend Analysis
- Marketing Analytics
- Effort Analytics
- Employee Profitability Index
- Social Media Analytics
 - LinkedIn Analytics
 - Facebook Analytics
 - YouTube Analytics, etc.



GF – Office (Mobile App) – This mobile application is to manage and monitor the sales team members through their mobile device, with below listed features:

- Sales team Attendance Punching
(Check-in & Check-Out time)
- Visit Records
- Upload Documents
- Geo-Tracking on the map



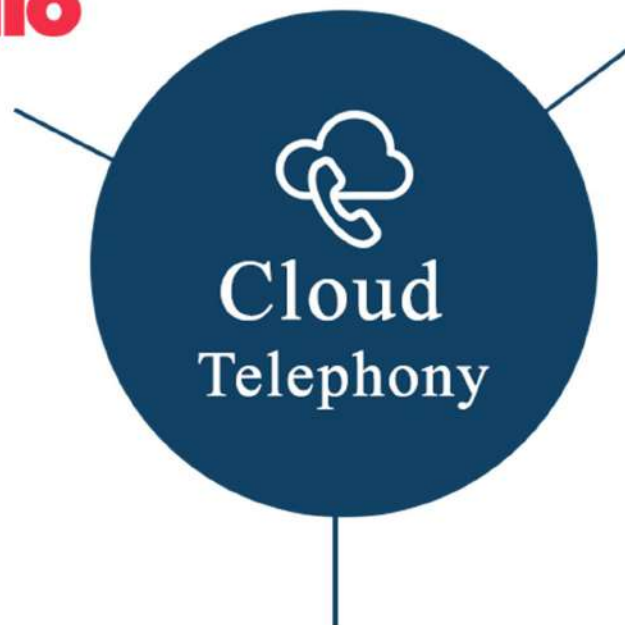
Service Ticket Generation - This module is used for generating service ticket number or complaint registration from any customer.

- Creating Service Request Number
- Assigning ticket number to field service engineer
- Tracking open/close status
- Attach snap shots if needed
- Manage Customer Satisfaction
- Taking out reports



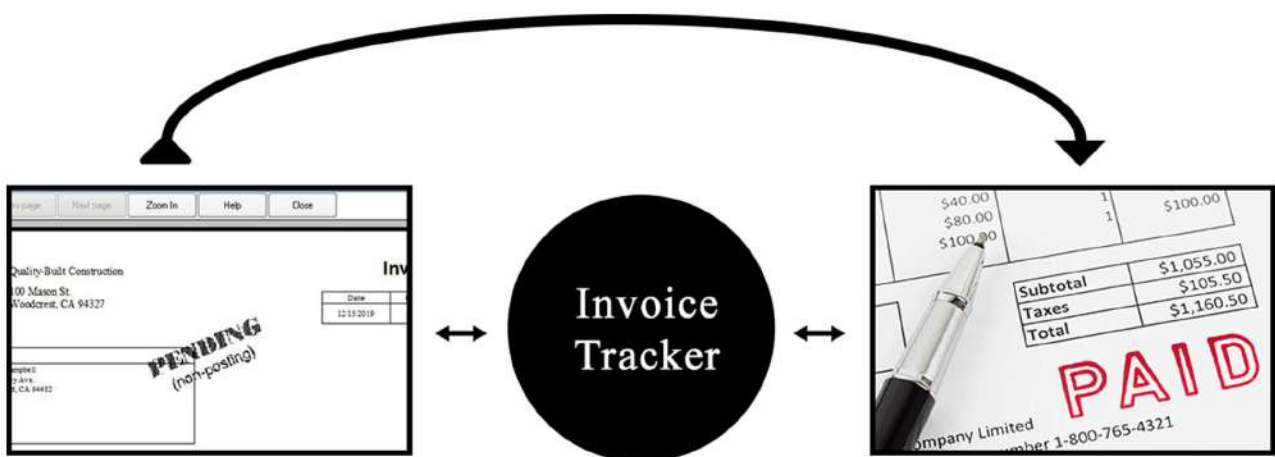
Cloud Telephony - This feature is additional, optional & payable (3rd party API integration) where the GrowthFactor CRM has direct integration with leading cloud telephony solution provider.

- Toll Free Number
- IVR solution
- Virtual Number
- Inbound & Outbound Calling Service
- Call Recording & Play for quality purpose
- Text Marketing Solution
- Analytics



Invoice Recording & Tracking - This feature will not generate invoice but is to record and track invoices generated against each customer account and closed-won opportunities. Here you can:

- Record Invoices
- Keep Invoice copies for reference
- Track status as Pending & Paid
- See Analytics on Dashboards



Sales, Marketing & Customer Relationship Management (CRM) Features in Detail

General Features

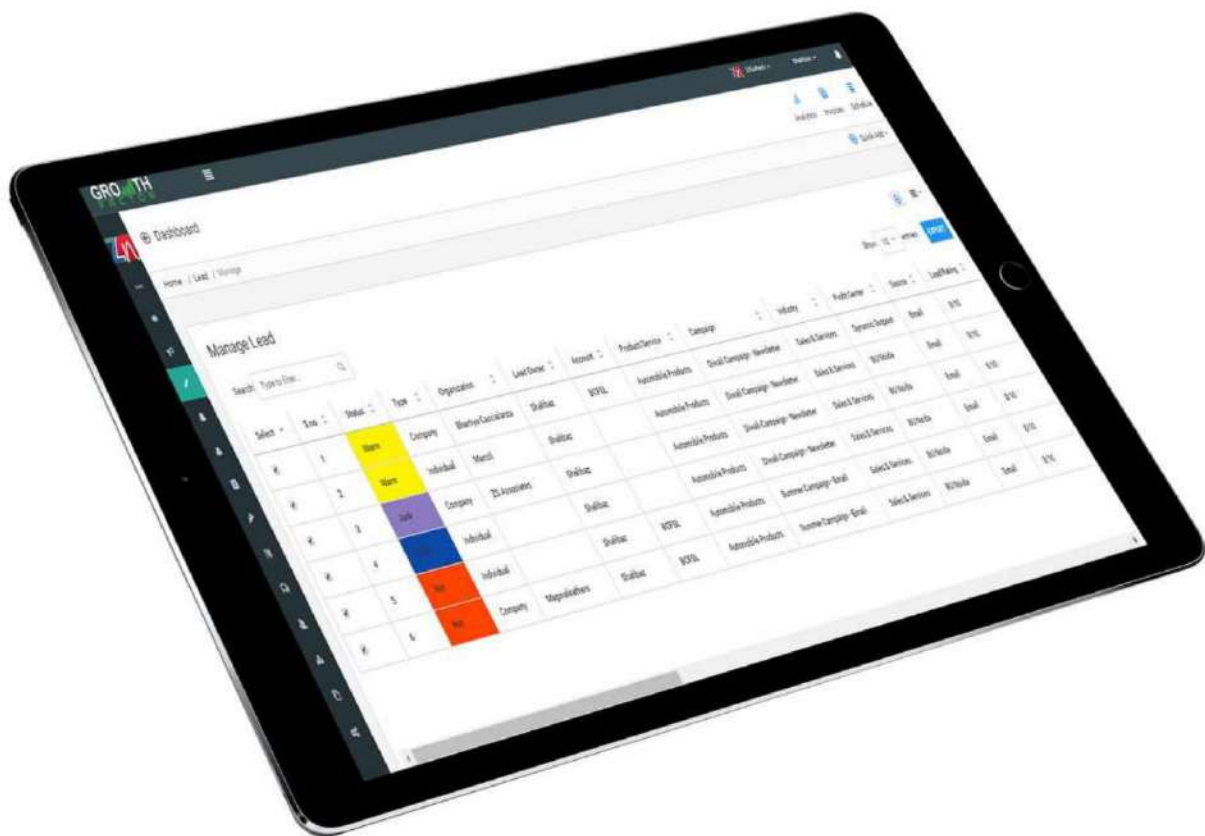
- This is a cloud based sales CRM system with single sign on model i.e. all users will login from the same page.
- The system will be role based so that the users at various levels see data according to their role & business functions. Like a sales team member can see their business relations, leads, opportunities, etc. and the manager can see all activities of his/her team members.
- The first landing page can be customized as per the look and feel of the organization with the Official Logo (Logo copy has to be provided by the client). It gives a personal touch to the user.
- Any user can give a support request to us directly from the system's inbuilt feature.
- You can use this SAAS based sales CRM system from any device, anyplace with low internet connectivity as well.

Specific Features

- You will have a high-end Management Dashboard, for a complete bird eye view of all activities happening on the business front.
- The B.I. Dashboard covers all aspects of the sales team activities and exhibits deep drill down on all major KPIs (Key Performance Indicators) of the sales and marketing function.
- Your team can design, plan and execute various marketing campaign for your business and calculate the ROI.



- Manage all your business contacts and can run an e-mail campaign directly from the Sales CRM and see the open rate analytics, and engage with the prospects & leads quickly.
- You can capture all necessary information about a prospect or leads generated after the respective marketing campaign.
- Assign business leads to any of your team member to nurture & close it successfully.



- You can define the profit center / business verticals to the new enquiry or lead.
- All communications done by the team will be tracked and monitored as per the authentication rights to employees of various roles and levels.
- Once you get any detail and specs from the lead, you can convert lead into opportunity where you can add multiple documents against the requirement and keep it safe in the document repository.
- You can track all the communications between two parties by the complete communication thread. If any person leaves the organization, then also the history with the client remains in the system to be used by a newly joined person.
- Send commercial quotes and proposals directly from the system and keep a track and repository of all documents. The template will be customized as per your organization's look and feel.
- Define and share documents & case studies with respective teams, if needed.

- Track your business funnel, branch wise, product wise, sales team wise, location wise, etc.
- You receive strategic report periodically on your e-mail from GrowthFactor's in-built **E-Mail Notification system**. So you don't need to ask anyone or login into the system for your business health check. **It's unique in GrowthFactor CRM.**
- The Web-form of your official website can be integrated with the system, so that leads of interested parties can flow directly into your CRM System. You can assign it to any of your team members On The Go.

(Our Implementation team will integrate one of the web-forms of your corporate website F.O.C. (free of cost). For more web-form integration there will be additional cost)

- **Analytical Dashboard & Business Intelligence (B.I.)** will give you immediate comparison between the current business performance and last week / month / quarter / financial year, etc.
- Lot of reports options are available for strategic reports to be downloaded in various formats, like pdf, excel, html, etc.

- On-Time Mail Notifications, Alert, Flags will make you escape none of your tasks and business follow ups, giving you full control on the business.
- No need to call anyone for any update, just drill down our analytical dashboard @ 24 x7 basis.
- Build relationships with customers through regular transactional and non-transactional communication, ensuring better brand equity.
- The GrowthFactor CRM will integrate with any other 3rd party application easily.



See our Demo to explore more about
our fabulous & out of the box Sales
CRM solution.

Our Inbuilt Unique Propositions

- Multiple Businesses Monitoring by a Single Login
- No. of Management Analytical Dashboards : 3
- No. of Strategic Business KPIs : 90+
- No. of Auto E-Mails & Notification : 130+
- No. of Inbuilt Reports : 80+
- No. of Time Zones & Currency Compatibility: All
- Advanced Data Filtration & Export Functionality
- Role Based Inbuilt Approval Mechanisms
- Management can see Individual Employee Profitability
- Data Handling Capability : Unlimited
- System High Availability : 99%
- Data Security : 100%
- Data Encryption : 256 bit Encryption SSL
- Cloud Space Scalability : Unlimited
- Mobility : 100% on Any Browser, Any Device
- No. of Simultaneous Users : Unlimited
- No. of Currency supported : All
- GF - Office Mobile App for Attendance & Tracking

Hosting, Support and Maintenance

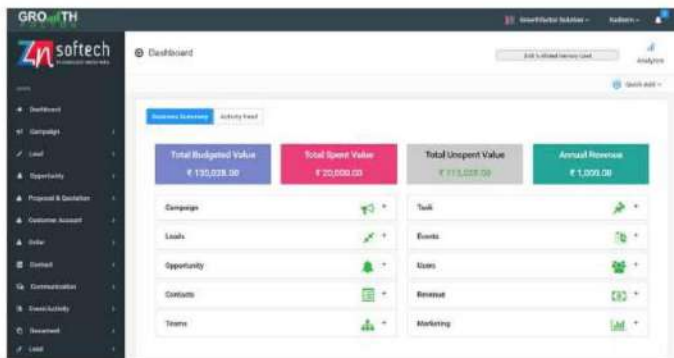
- The CRM will be hosted on cloud servers which are maintained by GrowthFactor CRM Team.
- 99% uptime guarantee backed by SLA.
- Speed and Memory is optimized by GrowthFactor CRM Team on continuous basis for a great user experience.
- GrowthFactor CRM support team will provide e-mail, chat and phone support to all users.
- Complete Software maintenance and timely back-up and 100% security with SSL of 256 bit encryption, is the responsibility of GrowthFactor CRM team.
- We guarantee uninterrupted 24*7 service.



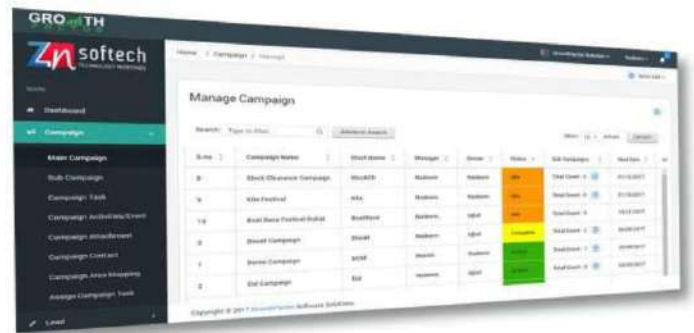
System Highlights



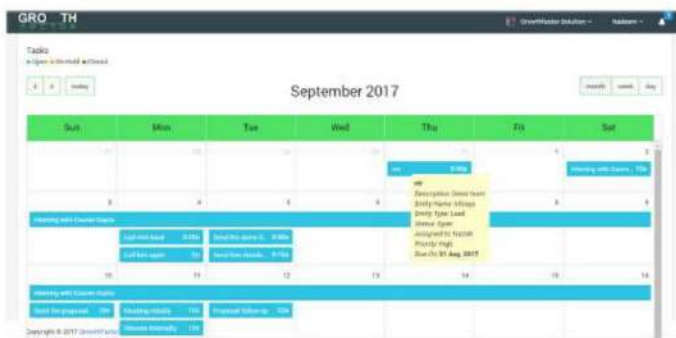
Analytic Dashboard



Management Dashboard



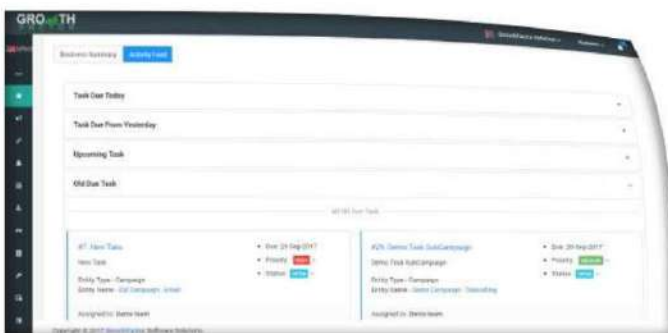
Campaign Management



Task Calendar



Report Management



Activity Feeds

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