

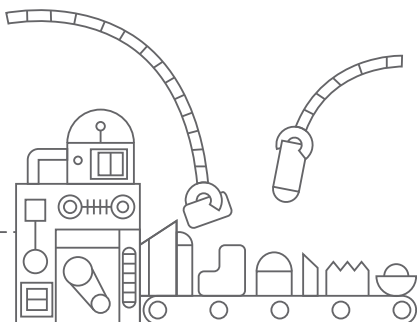
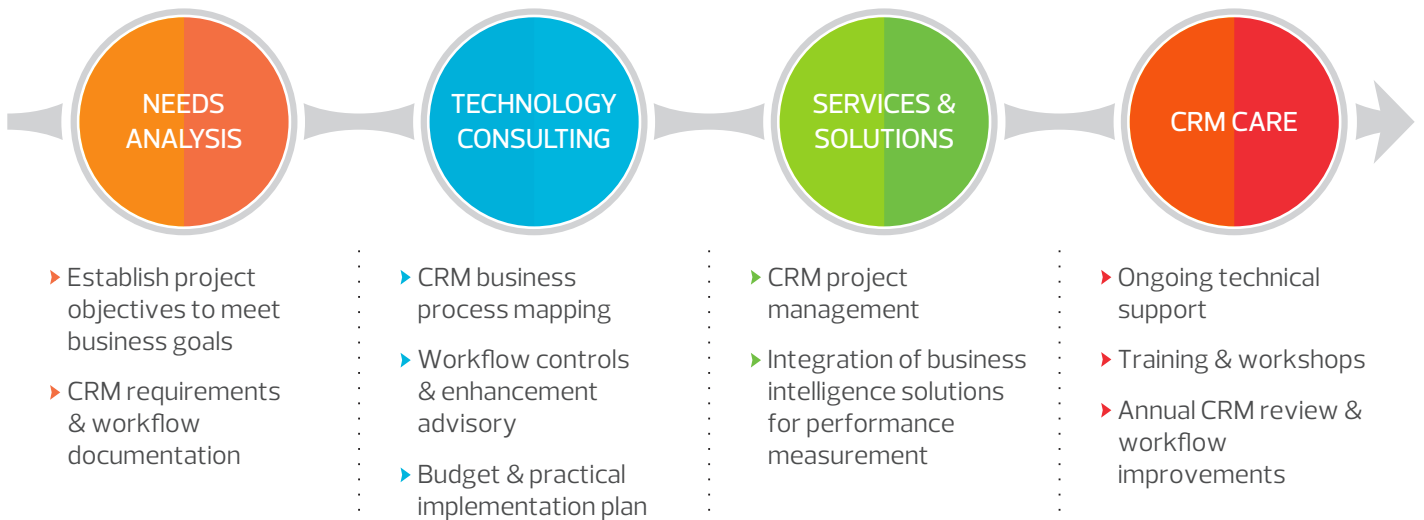
## Customer Relationship Management (CRM)

### EFFECTIVE AND SCALABLE CRM STRATEGIES

With more than 15 years of experience in extending CRM functionalities beyond customer information management, Stone Forest IT delivers practical and optimal solutions that will transform the way you do business to better meet the changing needs of your customers.

Through **modelling and automation**, our team of CRM developers and consultants introduces **relevant, customised business logic and workflows** into CRM to optimise its full potential for your business.

### OUR CONSULTING APPROACH



# Stone Forest IT

## EMPOWER YOUR BUSINESS WITH CRM



### **Sell smarter –**

Uncover hidden cross-selling & upselling opportunities



### **Work smarter –**

Automate business processes & task management



### **Connect smarter –**

Enhance multichannel customer service to track customer queries promptly



### **Qualify smarter –**

Improve sales pipelines by lead scoring prospects & customers



### **Analyse smarter –**

A powerful analytic & reporting tool with visualisation ability



### **Collaborate smarter –**

Enable multiple departments to record & share customer data for a unified customer view



### **Market smarter –**

Support email marketing campaigns & marketing automation



### **Protect smarter –**

Safely manage your customer data in a secure location

## OUR CRM PARTNERS

Affordable, adaptable and user-friendly, our CRM partners' solutions are designed with the needs of mid-market companies in mind.



### **For further information, please contact:**

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