Knowledge Start in CY

Knowledge Vision

CRM

Customer Satisfaction

The vision of Business is based on two parallel lines to continue the Development, Like train motion in the tow line, customer and CRM system

Business Environment

Know how? Our Business

Microsoft

Continuous development

3

Knowledge
Information Technology

Vision aspects work on key pillars in the field of CRM first: the evolving thinking in the areas of achieving customer loyalty base. Second: the rule of Related existing customers. Third: Adding new customers.

as Example The train always moves fast depending on **its type of train**. It represents flexible and sophisticated databases. The second speed is the **type of rails**. It stabilizes the parallel lines of work. These factors affect the development process directly. The most important factors are: First, marketing and sales. Technical and technical support. Sale and pre-sale service.

Why do you need Knowledge CRM ?

Improve My Business &

Transform customer service management to profit management >>

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Steps Apply the idea ?

It's an investment for the refund of the money paid (Money Back) with the continuity of the profit of the business. How is that ??

All databases contribute to the preservation of data and information directly and in the organization of work indirectly, But they do not contribute to profit facility direct and organize technical work only, CRM The Concept system are make those actions directly in the organization of technical work and contributing to profit for this The Concept CRM different from any other CRM, So it connects the technical work, administrative and financial with information technology, And Which are the following:

1. **Put Actual work procedures to be simulate the real work within the system.**

2. **Prioritization of work.**

3. **Preservation of the damage product and monitored at all stages of dealing with him.**

4. **Gain customer loyalty through the system.**

5. **Contribute directly in the aspects of marketing and advertising within the facility.**

So we assure you that this is the first system that link the CRM (Ticket – Complain – Scrap & Damage)

with (Call Center) and with GPS System.

Know do ?

Planning — Subdual Time — Business Indicators

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A marketing **CRM System** that achieves customer loyalty

Management of **Indicators** through an integrated system based on these indicators

Contribution to **Profitability** Development of mechanisms of work and dealing with Customer Satisfaction

Unique

- **The Concept**

- The first Idea in the World to offer complete solutions for a system (CRM) by connecting to a call center & Contact Center and a navigation system (GPS) and is characterized by its mark in how to convert the Damage to Scrap through the system linking for the first time the technical, financial and administrative terms.

System Drives Business, People Optimize…Decide

C R M

ARISTO
DEVELOPERS

# People Drives Business, System Optimize…Decide

The main objectives are the ability of the system to manage customer services


Which lead to improved **performance** – and development – decision-making based on information

Application Steps

Increase business growth and profitability using performance management.
Maximize return by making the right decisions
Reduce operation cost by automate business processes and work paperless.
Enhance performance by integrate all business units and processes in one solution.
Guarantee success and reduce the risk by defining business processes, requirements, authority matrix, KPI's and Reports
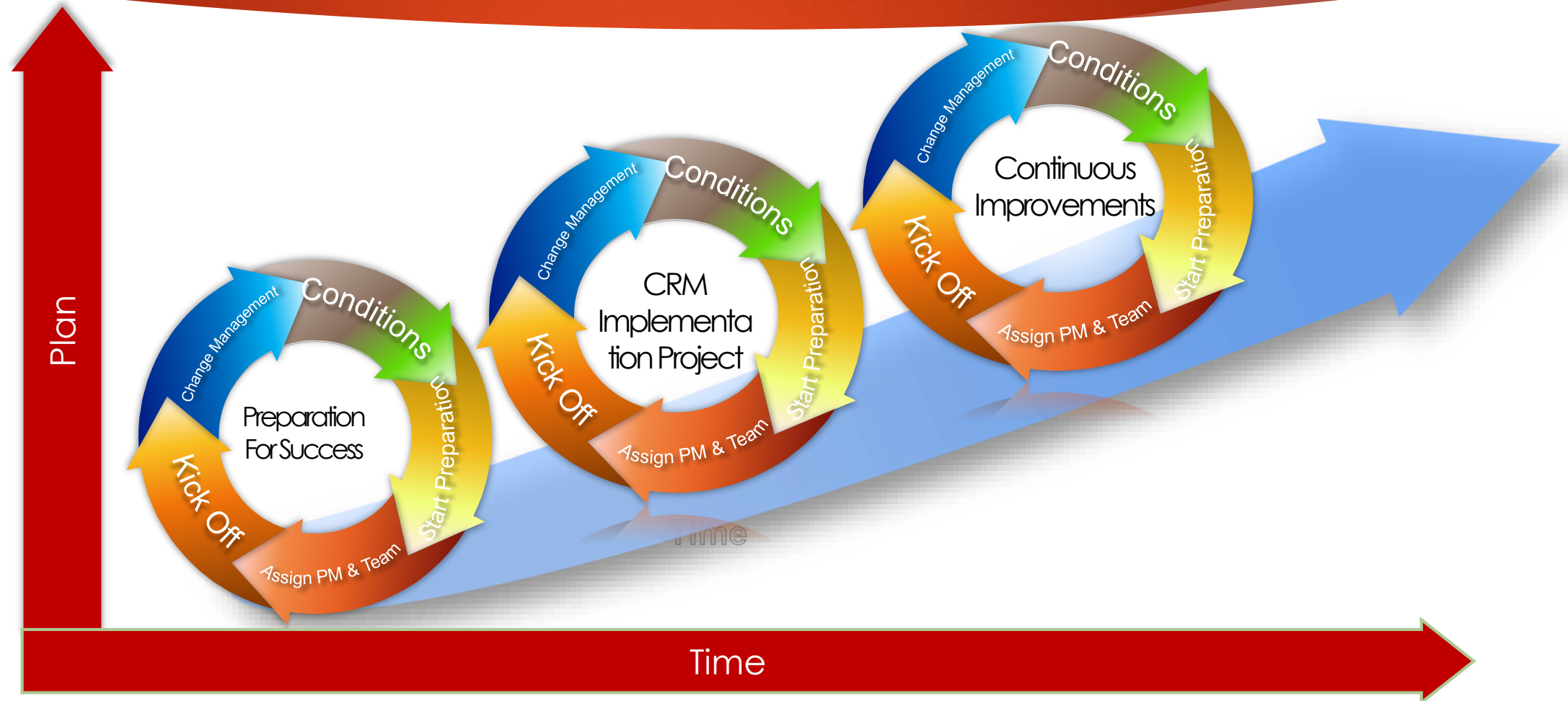
Performance Management

Decision Support

Productivity

Control

Preparation
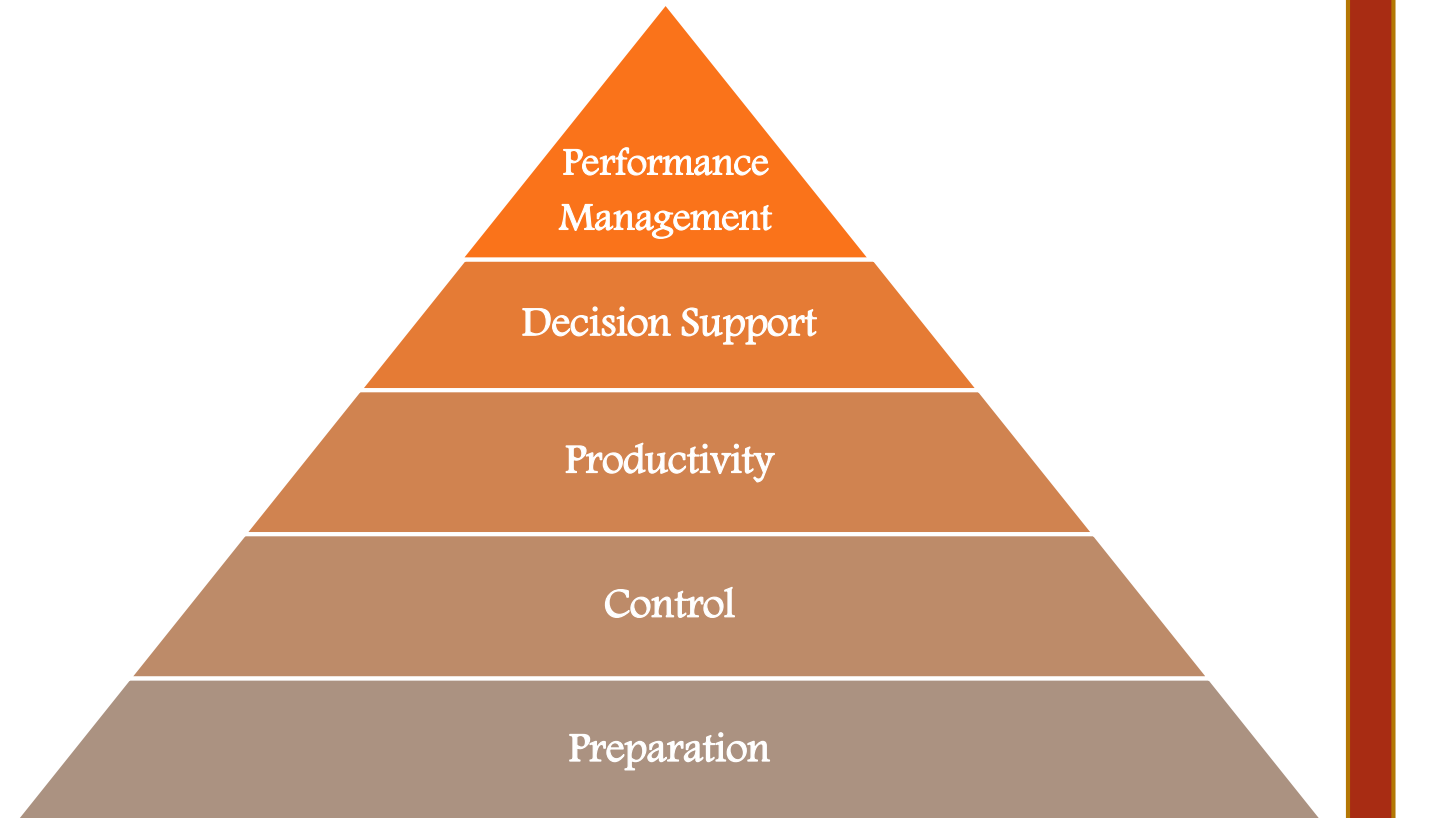
Action steps to build a strategic plan Should be Complete

Plan

Time
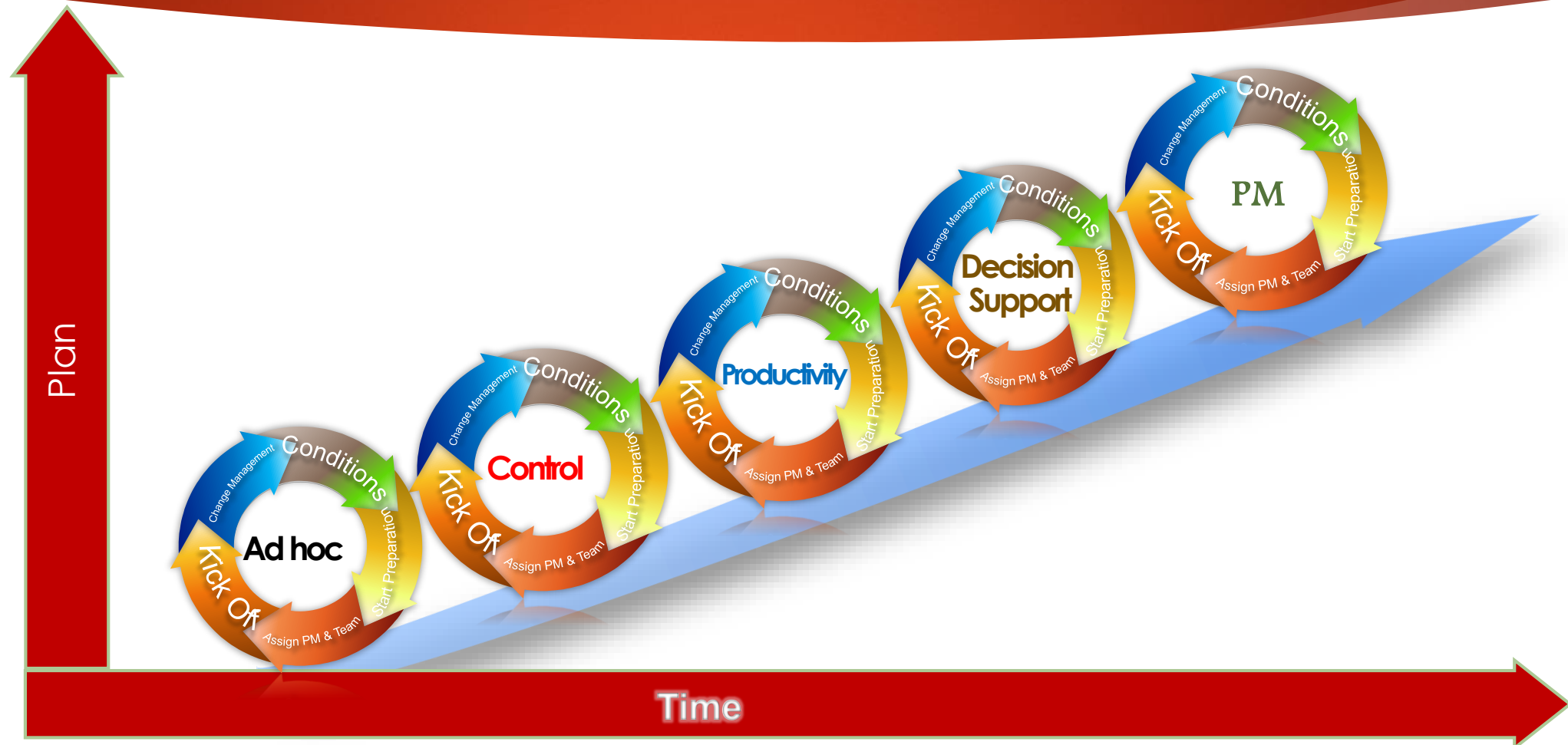
When we stand at the control stage

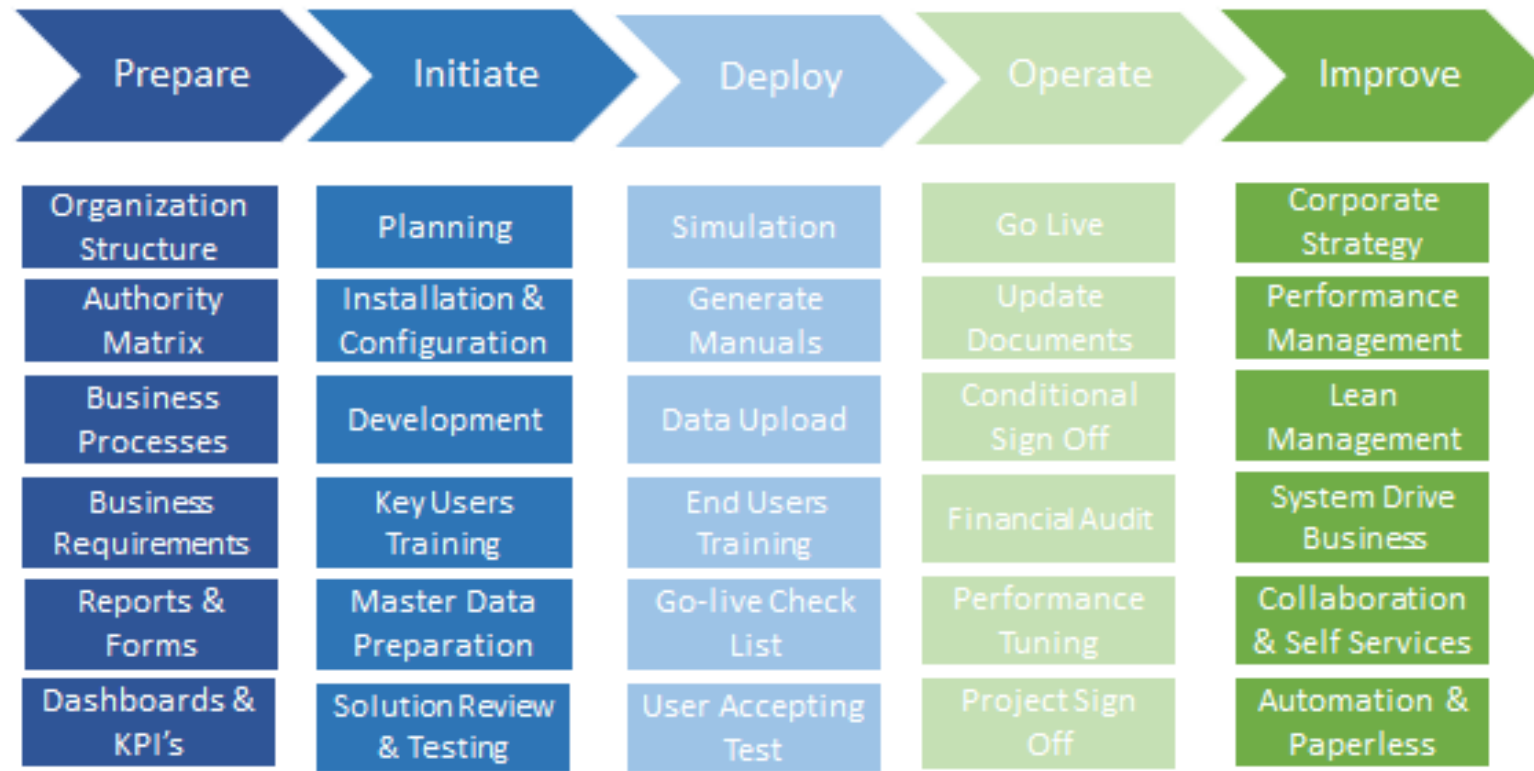Continuous Development & Improvements

Staff development

Continuous Improvement for people inside organization using our technology.
by providing
1- knowledge transfer programs and
2- business **insights**
to **all people** leading to better, faster and more relevant **decisions**
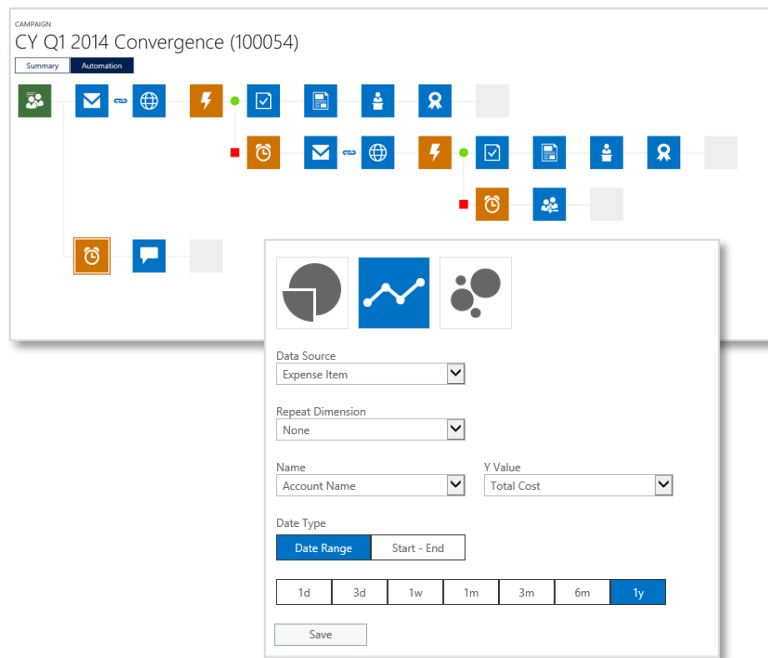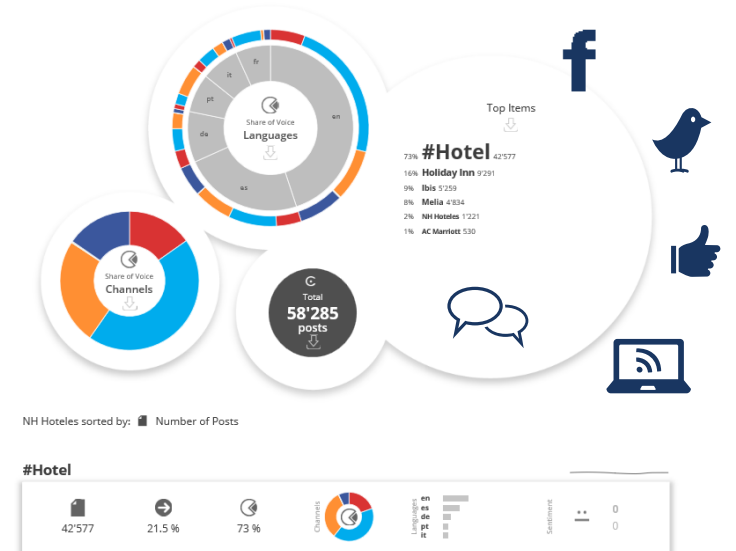
Continuous Improvement of your team and business

Prepare	Initiate	Deploy	Operate	Improve
Organization Structure	Planning	Simulation	Go Live	Corporate Strategy
Authority Matrix	Installation & Configuration	Generate Manuals	Update Documents	Performance Management
Business Processes	Development	Data Upload	Conditional Sign Off	Lean Management
Business Requirements	Key Users Training	End Users Training	Financial Audit	System Drive Business
Reports & Forms	Master Data Preparation	Go-live Check List	Performance Tuning	Collaboration & Self Services
Dashboards & KPI's	Solution Review & Testing	User Accepting Test	Project Sign Off	Automation & Paperless

CRM Online for all devices

CRM Marketing

Customer Care

Social Listening

Connecting the CRM system to the marketing system

Marketing List

Campaign

Distribute

Response

Product

Price

Quotes

Order

Win

Analyze / ROI

Lead - Contact - Customer
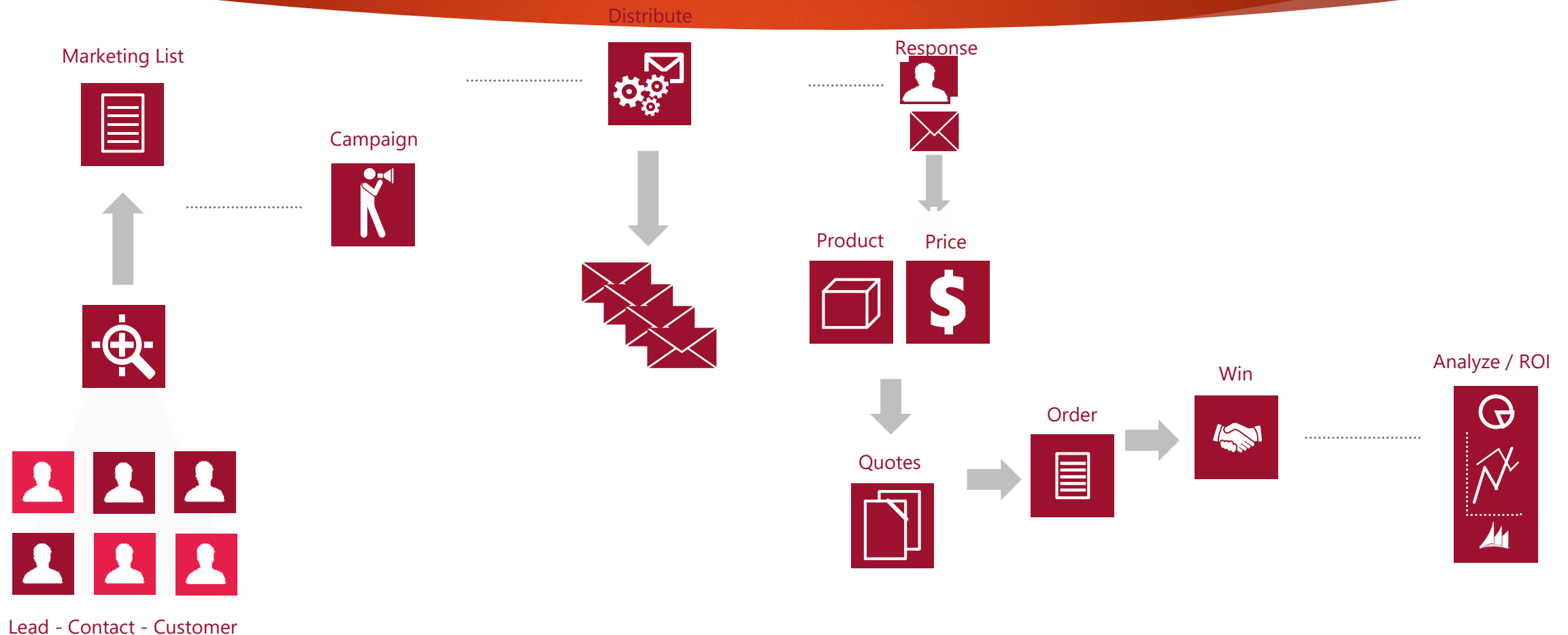
Evolving IT from control to enable

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IT -2
approved

IT -1
suggested

IT + -3
business integrated

Users and business drivers are changing the landscape but find that IT is still needed when it comes to integration.
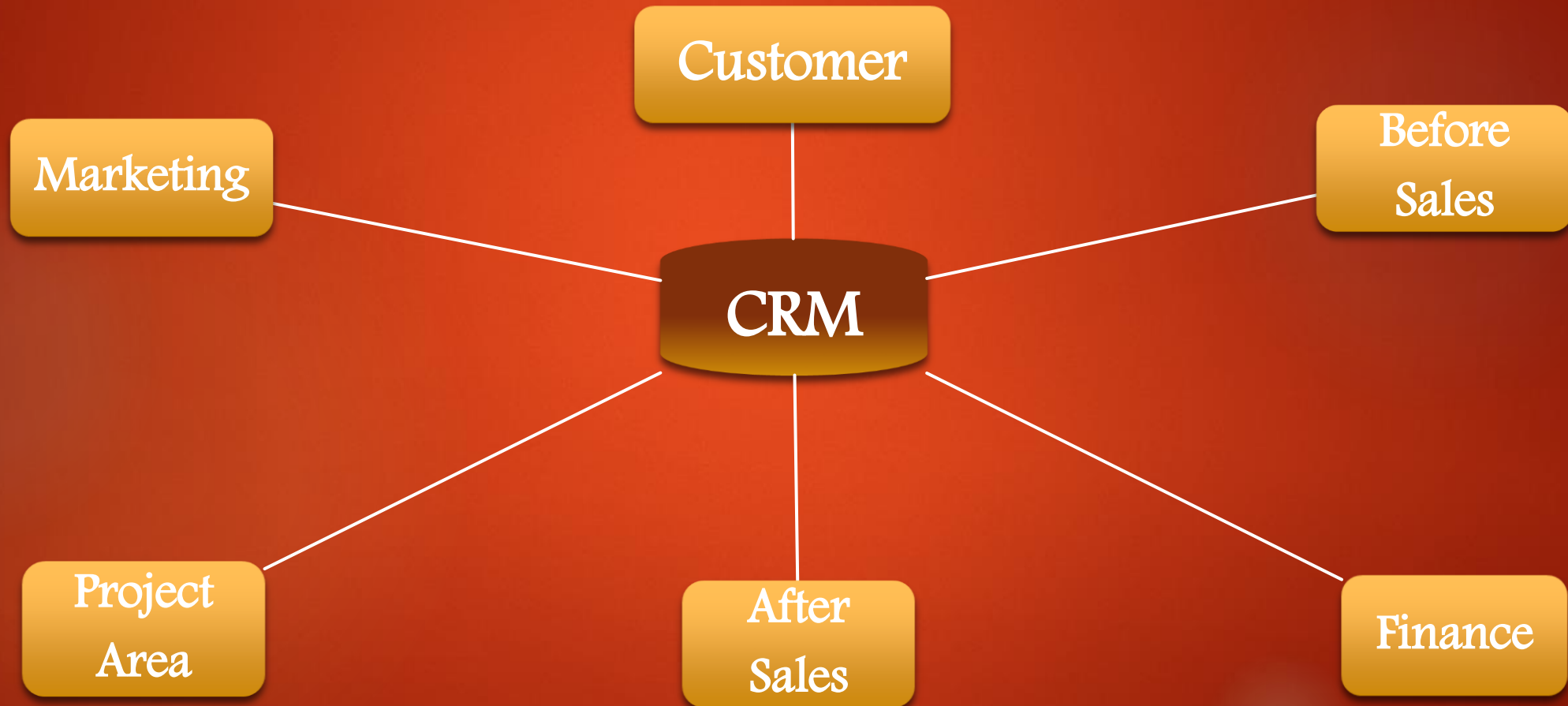
Project Tools

- Call Center
- Customer Database
- ERP System
- Developer Team
  Web App
- Related
  Marketing &Sales

Call Center&Contact Center

Link the system

Customer

Before Sales

Marketing

CRM

Project Area

After Sales

Finance

Knowledge
Information Technology

Centralized information

Customer

Call Center

CRM

Contact Center

Projects

Fallow up & Close

Contact

System Life Cycle

Knowledge
Information Technology

Complain &Contact

Included

Follow up &Ticketing Close

Working Procedures

Customers

Contact Center

Customer requirements &Agents

Questionnaire

Customer opinions

Processor problems

Marketing
Call Center
Sales
After Sales
Before Sales
.....Inquiries
Projects

Knowledge
Information Technology
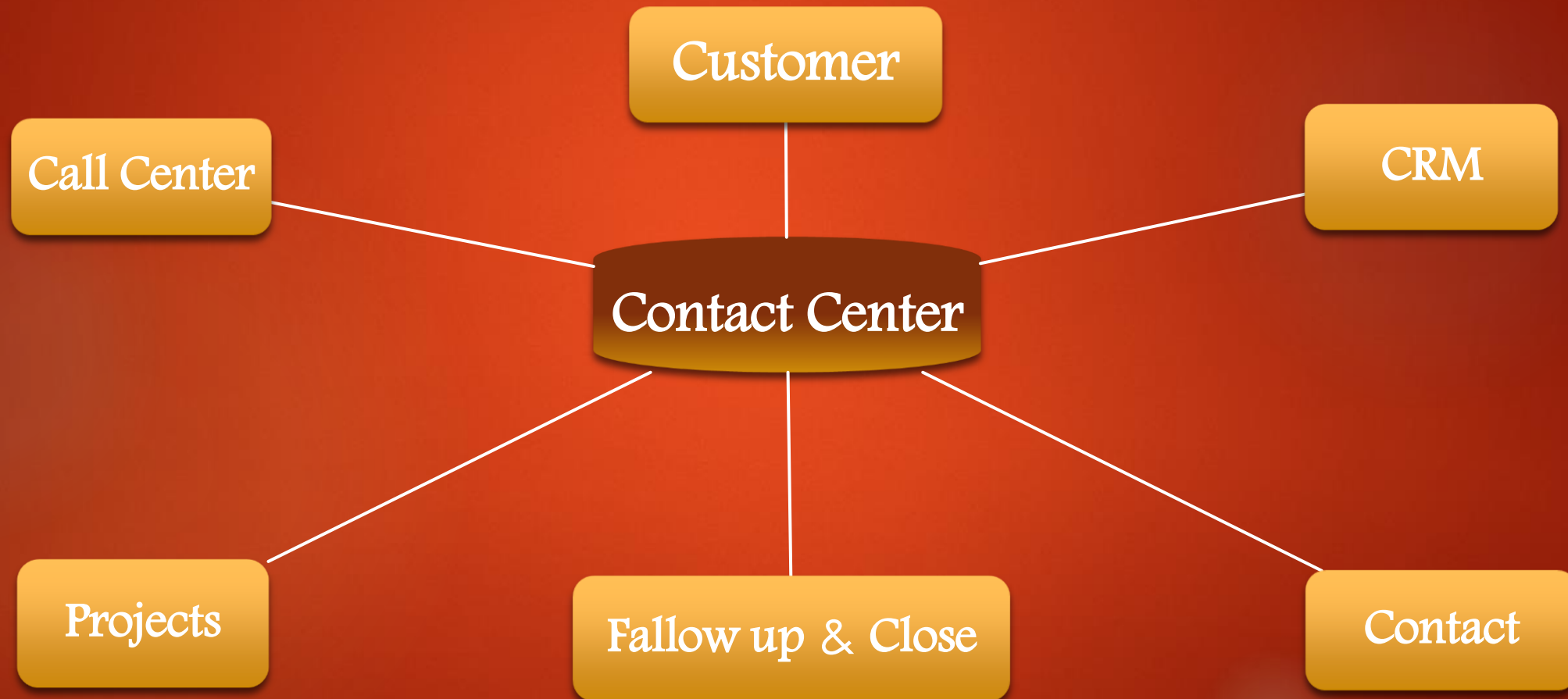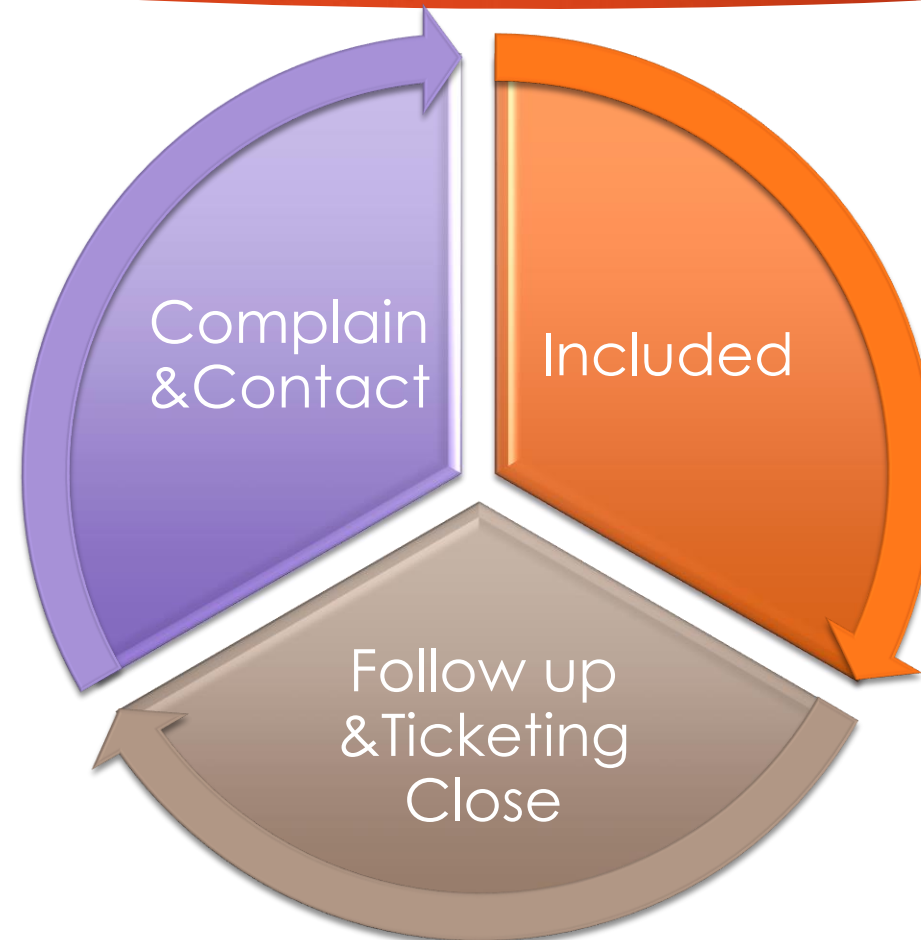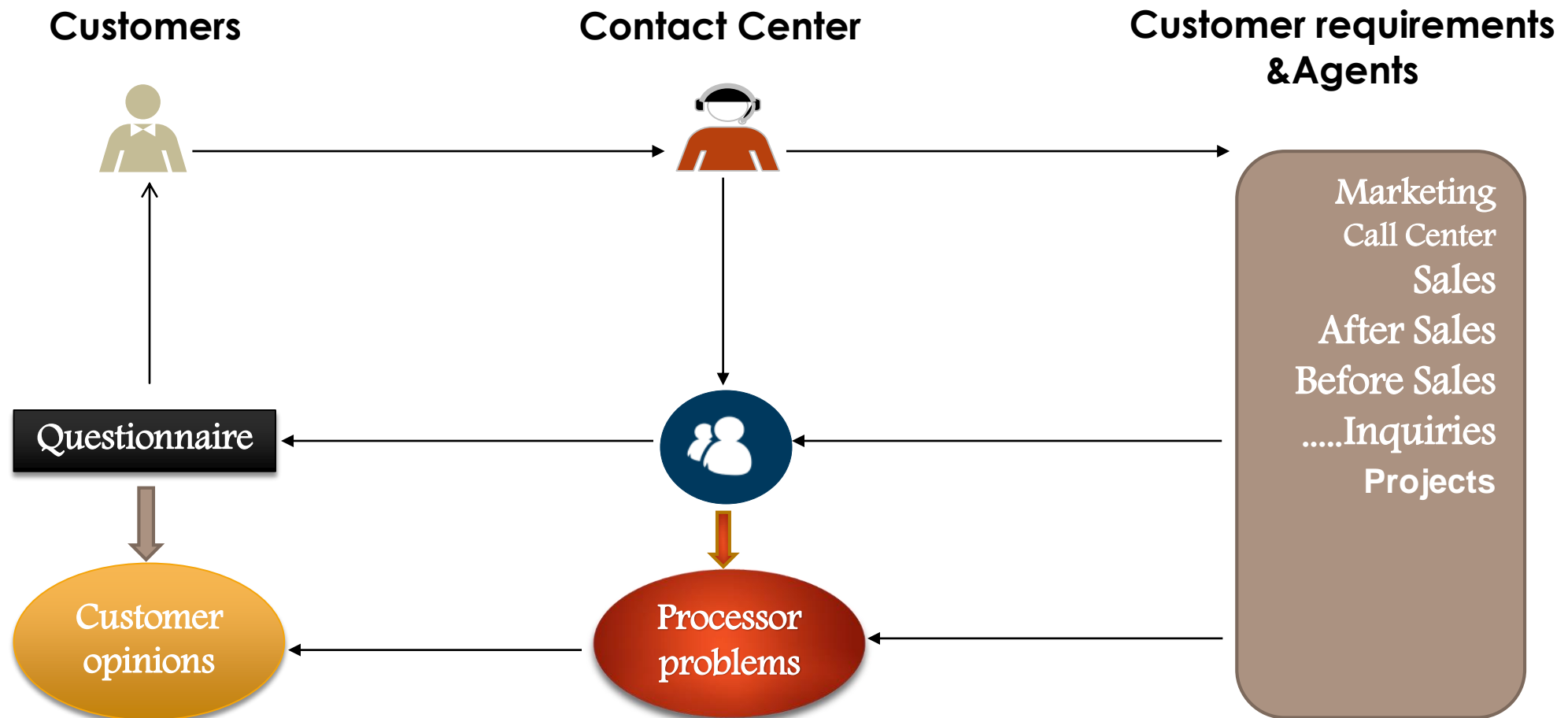
Business Cycle

The life cycle of the CRM system starts from the customer's contact and ends with the customer's communication

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CRM is a powerful software to work on the types of inquiries, complaints and access to close the tickets and work on analyzing the types of the problem and how to treat them, and provide all related to senior management reports .
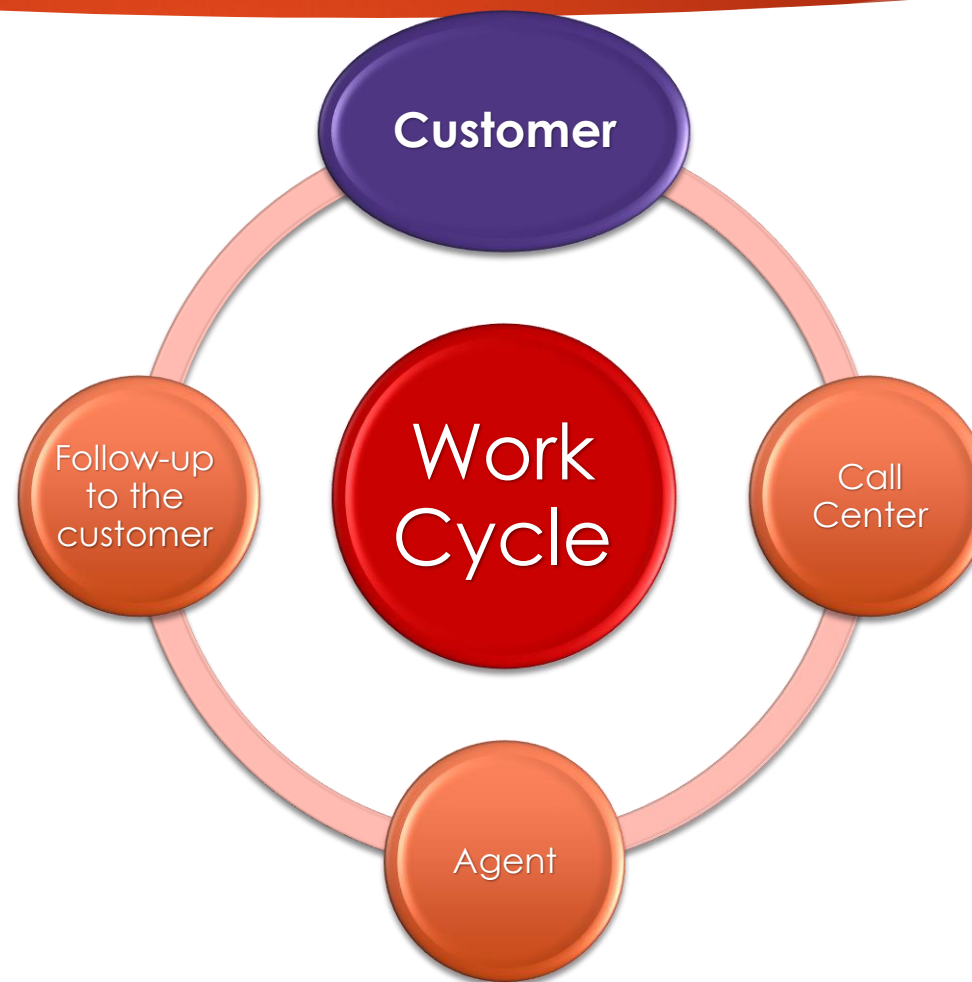
CRM

- Customers
- Contact Center
- Follow up
- Questionnaire
- Evaluation
- Customers

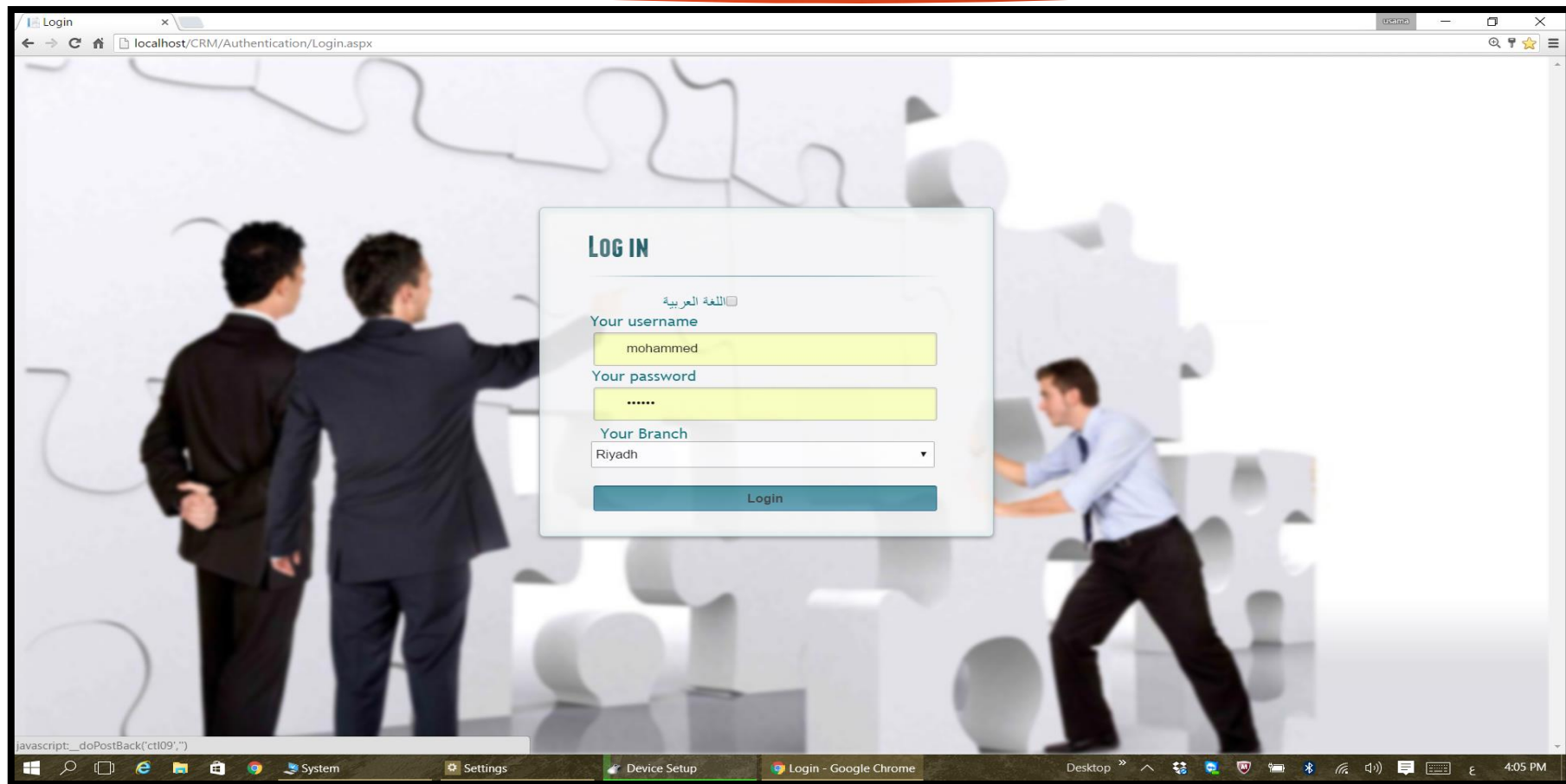# THE SYSTEM IS BUILT ON THE ANALYSIS OF INFORMATION
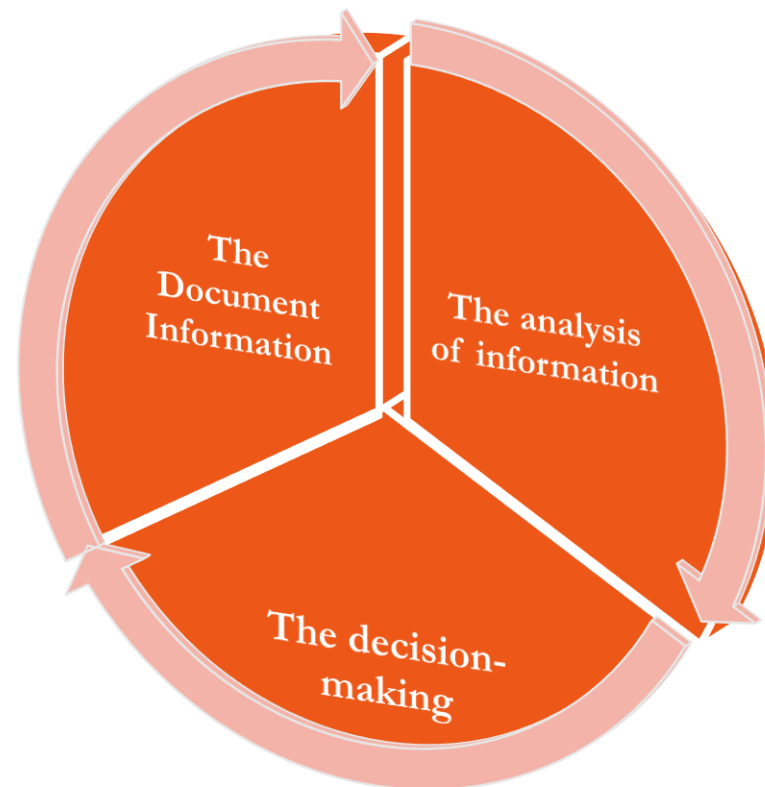
THE WORK OF THE NEW SYSTEM

The system (CRM) it is integrated circuit starts from client connection and ends at the customer

- Customer
- Work Cycle
- Follow-up to the customer
- Call Center
- Agent

REQUIREMENTS FOR IMPROVEMENT OF PERFORMANCE AND DEVELOPMENT IN (CUSTOMER SERVICE DEPARTMENT)

3- Follow up the implementation of tasks and accountability of officials

1- Working with a unified strategy to achieve customer loyalty from distinctive service programs

2- Contact Center

Performance and Development

6- Continuous analysis of customer satisfaction indicators in all departments through the system

5. Monthly evaluation of all customer service staff

4 - Visit projects periodically and continuously by the customer service officials

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Information Technology

LOG IN INTERFACE

BOOKING ONLINE

localhost:8543/Complain/Schadul.aspx

CS Id	2097
Group Name	TV Group ▼
Group Mobile	

CS Date	18-04-2016 9:55:25 AM
Complain ID	49

| < | Today | ∨ | > | | 13-08-2016 | Day | Work Week |

Saturday, August 13

| 9 00	
10 00	is important appoint
11 00	
12 PM	Sameer Need technician to check his TV
1 00	LG TV is not working good

BI

SMS

Follow up on the complaint from the beginning of the reception of the complaint to close the complaint through the text messages sent to the client

MANAGEMENT BY INDICATORS

The Concept CRM System offers the best solution in the administration of indicators through dealing with inquiries and complaints of all existing classifications and future classifications, such as (the Ministry of Trade, the technical examination, emergency services).... With opinion and evaluation to close the complaint with the work on the analysis of the types of problems and how to deal with it and all the related reports to the middle and senior management and thereby contribute to the adoption of the resolution in a timely manner.
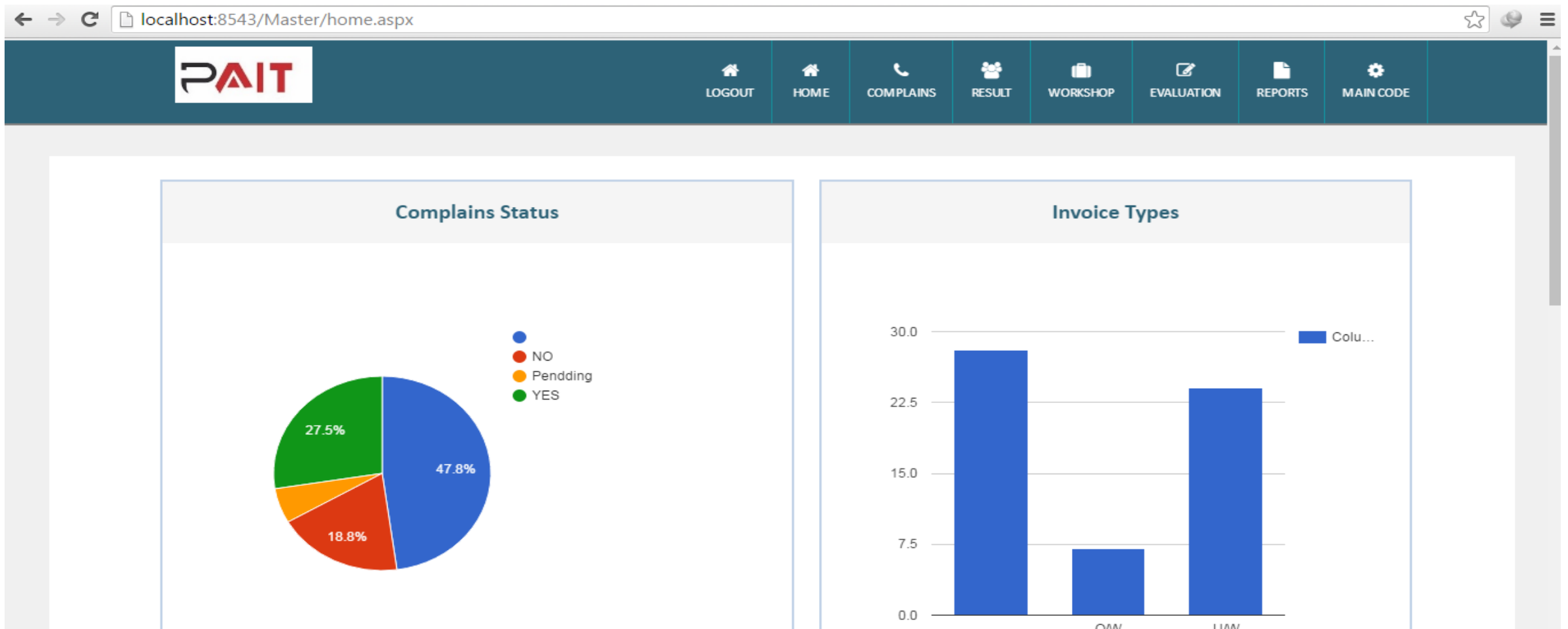
MANAGEMENT BY INDICATORS
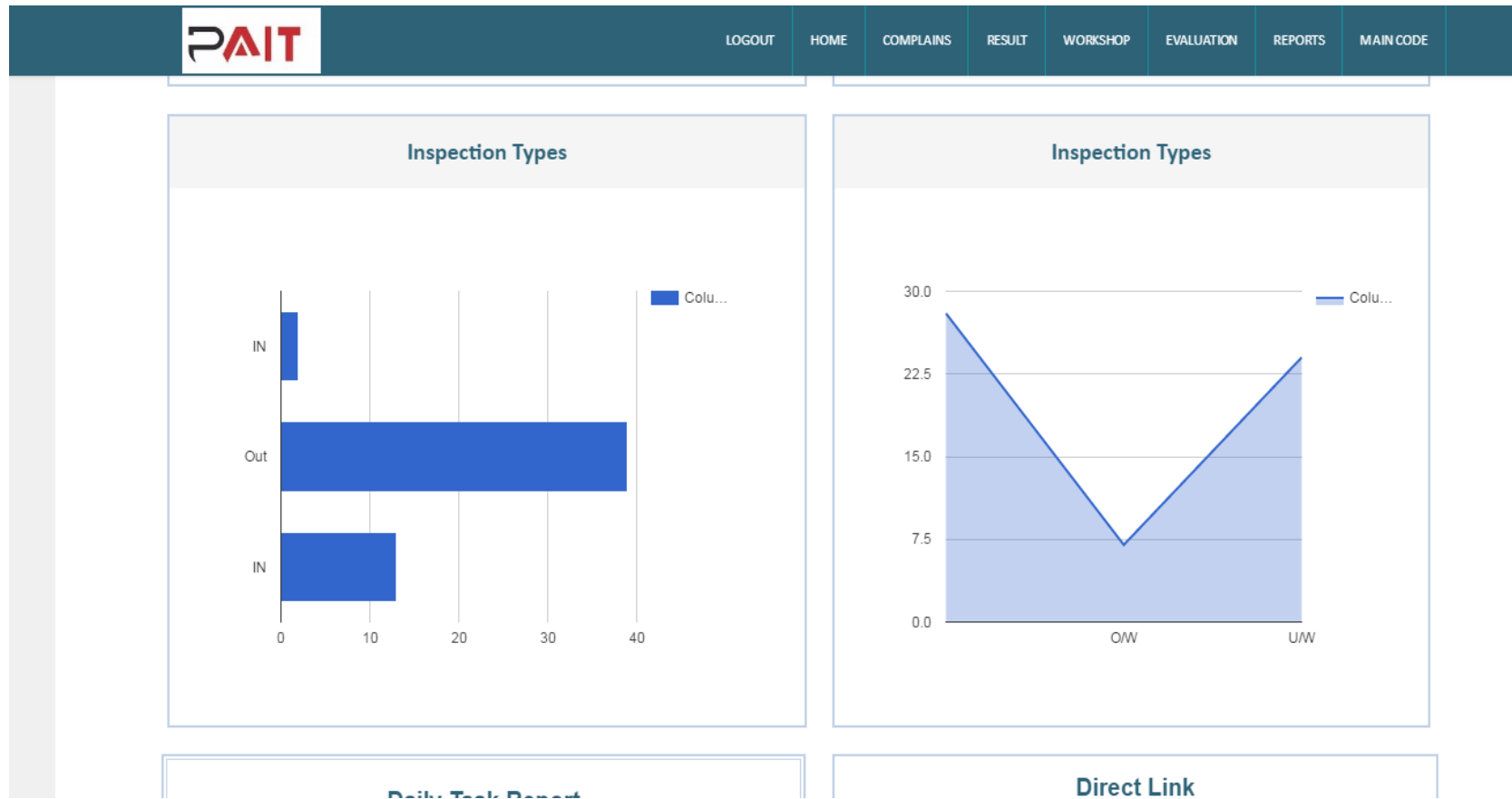
RESULTS-BASED MANAGEMENT
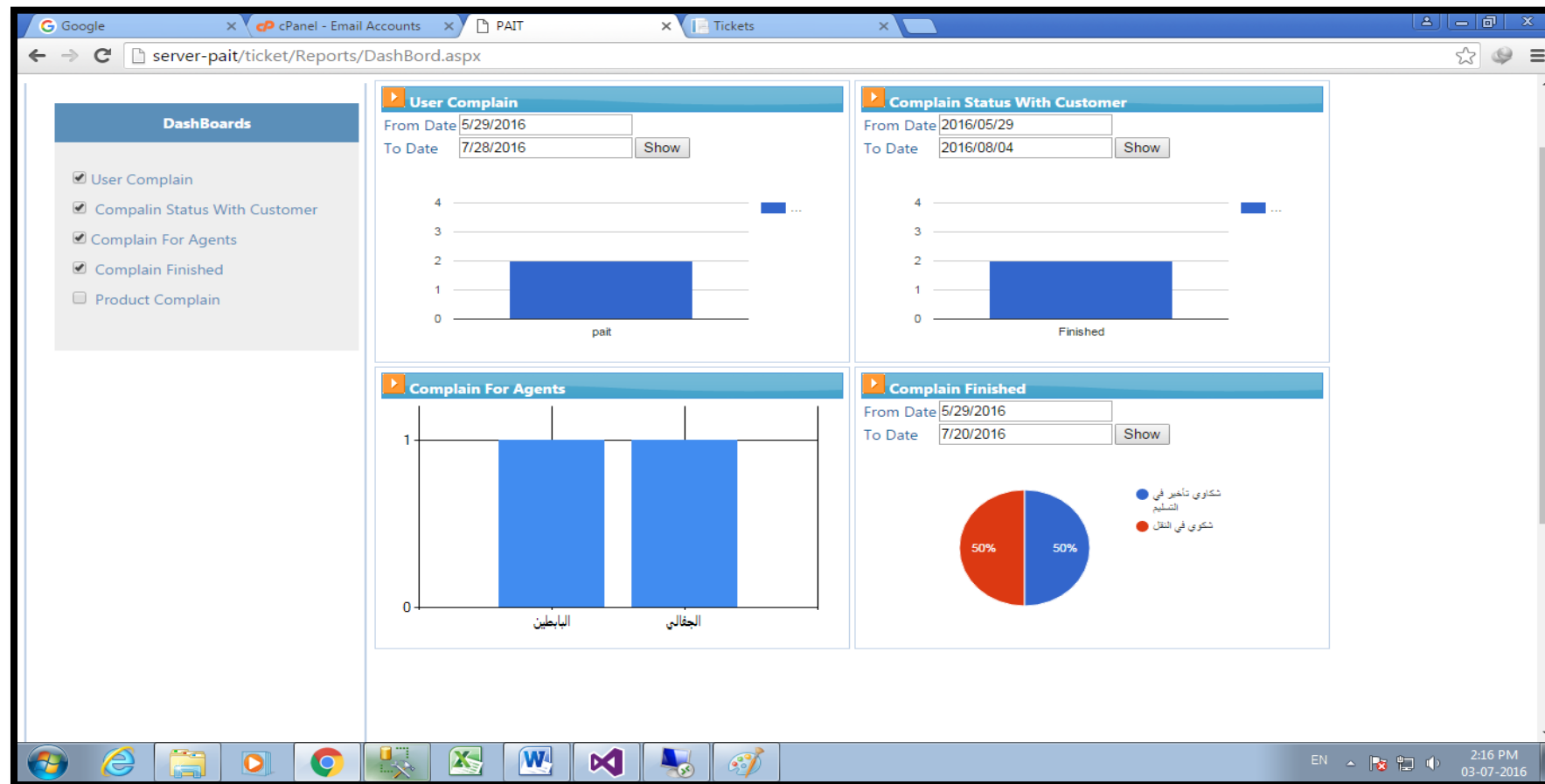
The Concept CRM offers the best solution in the results-based management through the application of the standards of cost-benefit analysis on the management of customer service, And on the service centers and work groups which lead to the equation of profit and loss with work to identify and service standards which contribute to a clear vision of the help to Make decision**.**

RESULTS-BASED MANAGEMENT

localhost:8543/Master/home.aspx

PAIT

LOGOUT | HOME | COMPLAINS | RESULT | WORKSHOP | EVALUATION | REPORTS | MAIN CODE

Complains Status

- NO
- Pendding
- YES

27.5%
47.8%
18.8%

Invoice Types

Colu...

30.0

22.5

15.0

7.5

0.0

OW | UW

GRAPHIC INTERFACE BI

WHAT THE DIFFERENT ?

The difference between the discrete practical application and integrated practical application of the current system

FIRST: THE METHOD OF WORK OF THE CURRENT SYSTEMS

▶ The current systems in the words of the three programs are not linked to each other (Call Center, Maintenance Schedule, Sales and Invoice Program), Working separately on each other.

▶ System cycle begins receiving the call and the operator ask the client for mobile number and his name, Because Call Center and CRM System is separated from each other.

▶ Then the call center employee go to the CRM program to search for the caller data and bills through the sales program and then return to the maintenance program for recording caller data and data relating to the complaint.

▶ The data is recorded in a way that does not indicate the name of the product in the database, This is the discrete practical application.

▶ Extraction of maintenance reports daily in the morning and distributed to staff to connect to agents.

▶ Return to the maintenance program and write what was the response of the agents and The complaint number from your dealer.

▶ If the customer contact again, the employee doesn't know who is caller except if he ask caller for his mobile number, Then search in the maintenance program by this number to know the response of the agent.

▶ The most important point is the possibility of setting a date for the customer during the contact.

SECONDLY: PRACTICAL APPLICATION OF THE NEW SYSTEM INTEGRATED

▶ The system is a single program contains three interlinked programs (Call Center + CRM The Concept+ Sales & Invoice program) through the linkage between them.

▶ The timing of the receipt of the call automatically open the CRM The Concept and shows the mobile phone number of the caller, All caller data appears like the previous complaint for the customer if recorded in the database.

▶ Call center employees can see the status of the complaint to the customer through the same screen through the statements of complaints that appear directly at the response, as well as when there is previous complaints.

▶ CRM The Concept linkage to Sales & Invoice program and import customer data, Items, Brands, Agents and branches of sales.

▶ Appears for call center employee device information and the date of purchase to ensure that within the warranty.

CRM THE CONCEPT FEATURES

1. The Concept integrated CRM system connects the call center and the system of sales (bills) and the GPS system.

2. The Concept integrated CRM system starts from the receipt of the complaint based on international standards with the ticket system.

3. We can through the system evaluate the agents to know the number of complaints and the kinds of complaints and cases of each agent.

4. Assessment of the level of performance of the service which works through specific standards within the follow-up system such as the appointment commitment , the appearance, behavior, the timing of the service, how the performance of service through the inquiry from the customer.

5. Follow-up to the extent of customer satisfaction within the system, which works by comparing the complaint date and the appointment and the date of inspection until completed and evaluated by the customer.

6. Adding customer care center has a separate screen from CRM The Concept to make evaluate of the agent services and recorded customer feedback.

7. Can Benefit from the system in marketing perspective and loyalty programs for the clients.

STEPS IN THE CRM THE CONCEPT

▶ Record all calls without exception not only maintenance but also inquiries and requests for quotations and complaints … Ministry of Commerce, according to the existing classifications and future classifications through the staff and the possibility of reviewing the branches of the sales that were directing customers to it, Also know what more items to be asked by customer and how many customer complaint on specific product and brand for agent, So that management can make decisions based on this data.

▶ Record the time and date of all contact to your agent or supplier and what is the response of the agent on every complaint and if been resolved or not, you found it in a separate screen in the same program called follow-up agents screen.

▶ Follow-up to the customers through the program to know what is the clients assessment of services provided by the agents, Recording in the follow-up customers screen.

▶ alerting management for complaints unresolved by sending Emile included those complaints and name of agents and the official date of the receipt of those complaints.

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Thank You