

B-Kin[®] CRM

B-kin CRM



(Customer Relationship Management)

B-kin CRM helps you to plan your relationship with your customers and keep it up-to-date. With B-kin CRM you can manage your relationship with both potential and actual customers by following up marketing campaigns and business activities carried out by your sales team. B-kin CRM makes sure you don't miss any opportunity, and provides you with the necessary tools to control the process that transforms opportunities into successful sales.

Why use B-kin CRM online?

Because your business needs to be assured that its customers are being adequately attended to by your sales team.

B-kin CRM enables you to monitor the relationship between your company and your customers in detail, guaranteeing that you offer adequate attention to your market, thus making efficient use of the resources at your disposal.

B-kin CRM Online allows you to concentrate on your sales activities, reducing all the technological problems traditionally associated with company management applications to simple internet access.

What features does B-kin CRM manage?



B-kin's CRM manages **contacts, accounts, leads, marketing campaigns, quotes, opportunities, products and sales activities.**

What's more, it is easy and quick to configure. In just a few minutes you can establish the basics to get started. All the elements featured in B-kin CRM allow for the customizing of all information associated with them.

B-kin CRM allows you to manage and share documentation associated with all the CRM elements (leads, accounts, contacts, marketing campaigns, activities, opportunities and quotes) among the sales team. This documentation will be available to the whole team via the internet, regardless of their geographical location.

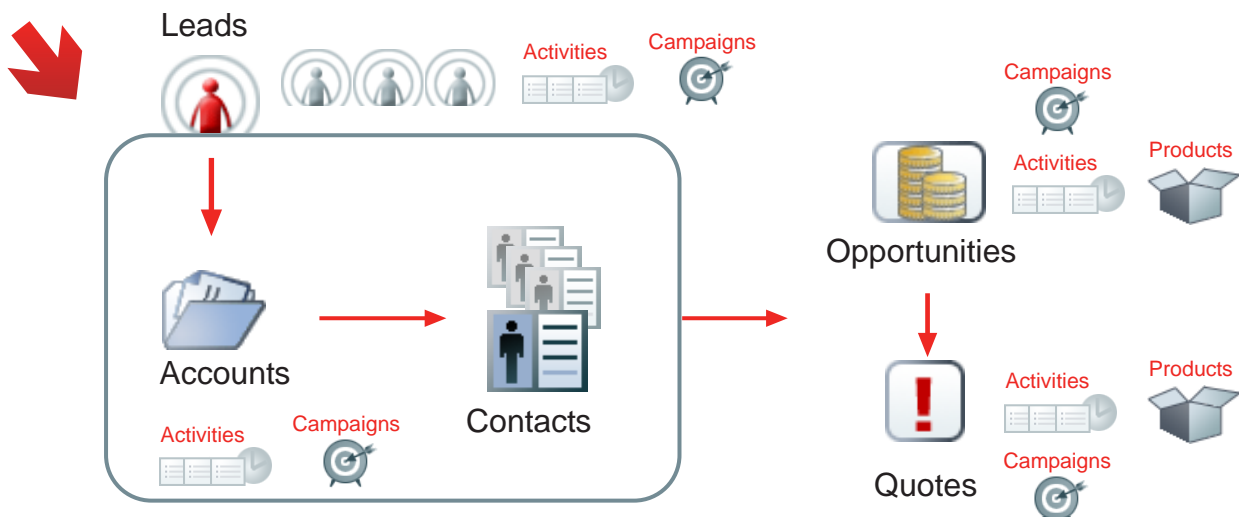
B-kin CRM also makes it possible to establish and manage discussion groups on any element of the CRM, collecting and exchanging information between members of the sales team. This can subsequently be used as the team's collective experience by other members of the group.



Sales activity workflow

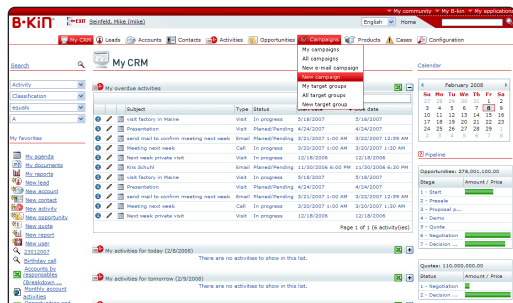
Marketing activities using B-kin CRM

You can correctly manage all marketing activity: prospecting for new customers (leads); pre-sale activities; account and contact management; the creation and follow-up of marketing campaigns; identifying sales opportunities and following up quotes made on your products.



How is it used? What is required? B-kin CRM

B-kin CRM can be accessed from any computer connected to the internet, without having to go through complex installation processes. All that is required is to be registered at www.b-kin.com and to have Internet Explorer or Firefox.



With B-kin CRM you will be able to manage the following needs in relation to your customers:

- Creating, modifying/editing, maintaining or removing leads.
- Transforming leads into accounts as soon as the relationship develops, including the creation of the corresponding contacts and opportunities.
- Planning tasks and activities for open accounts.
- Segmenting your database.
- Creating groups for marketing campaigns.
- Sending out such marketing material and carrying out automatic, detailed follow-up of the delivery status of each recipient (replied, opened, deleted etc).

- Creating personalized e-mail marketing campaigns with automatic customer deletion.
- Knowing the outcome of each campaign and consulting the statistics.
- Following up opportunities and quotes until they are accepted by the client.
- Planning sales activities, assigning tasks to do and following their progress.
- Managing and viewing all documents, files and discussion groups associated with the elements managed within CRM.
- Configuring a hierarchy of products and services to offer.
- Importing data about contacts and clients.
- Exporting data to Microsoft Excel.
- Carrying out simple and advanced searches on all the elements within CRM.
- Customizing and extending the information associated with each element of the CRM according to your specific needs.
- Importing lists of leads from files to add your own listing of leads from Excel, Outlook, Access or other applications automatically.
- Creating user groups.
- Creating reports combining different elements of the CRM with temporary groupings and/or scales.

Online Software Service

B-kin offers an Online Software service that is easy to start up and requires a minimum commitment of resources...

...designed for people in charge of marketing who do not want to invest the time and money required by traditional software applications.



B-kin CRM Online

B-kin takes responsibility for hosting the application and it's data, and guarantees security and confidentiality of such data.

Start-up is immediate, and all that a user needs is a web browser and an Internet connection.

B-kin has prepared everything that is necessary for optimum project management, without the uncertainties and problems associated with the development, maintenance and support of applications on customers' premises.

B-kin CRM Online is an ideal solution for those businesses...

...with a geographically distributed team.

...with only a little time for establishing the necessary infrastructure.

.....that do not want a large initial investment both in licenses and equipment.



B-kin CRM Online
19 EUR / USD
 per user
 (monthly)