



**PrideCRM**  
AI Based Sales Monitoring System

# GROW YOUR BUSINESS WITH PRIDE CRM

# Key Features

- ▶ Customer Data Management
- ▶ Marketing Automation
- ▶ Campaign Management
- ▶ Email Marketing Integration
- ▶ Lead Management for Determining High-Quality Leads
- ▶ Sales Team and Customer Opportunity Management
- ▶ Contact Management
- Accounts Management
- Sales Analytics
- Customer Service & Support
- Call Center Automation and Integration
- Reports and Dashboards
- Mobile CRM
- Cloud-Based

## FOR ALL USERS

- ▶ Easy to use with fresh look and feel
- ▶ Fully customisable interactive dashboard
- ▶ End-user personalisation of interface design and content
- ▶ In-built user tutorials, user guide and quick tips
- ▶ Relationship management graphs
- ▶ Impactful visual charts and highly graphical reports
- ▶ Dynamic linking of multiple information sources on a single dashboard screen
- ▶ Centralised meeting management
- ▶ Full calendar response management
- ▶ Fully customisable graphical workflow

## FOR MARKETING PROFESSIONALS

- Pre-installed marketing dashboard available out-of-the-box
- Multi-channel campaign management
- Automated drip marketing campaigns
- Attention grabbing templates out-of-the-box
- Easy campaign cloning
- Lead qualification and management
- Mail merge functionality
- Full marketing workflow
- Outbound calling
- List management
- Customer segmentation capabilities

## FOR SALES PROFESSIONALS

- ▶ Pre-installed sales dashboard available out-of-the-box
- ▶ Ability to customise dashboard to create a bespoke workspace
- ▶ Account, contact and opportunity management
- ▶ Ability to create key accounts dashboard
- ▶ Sales forecasting and territory alignment
- ▶ Calendar and activity management
- ▶ Process and workflow automation
- ▶ Provides iPhone and Blackberry users with critical access to real-time information
- ▶ Escalation and auto notifications
- ▶ Quote and order entry

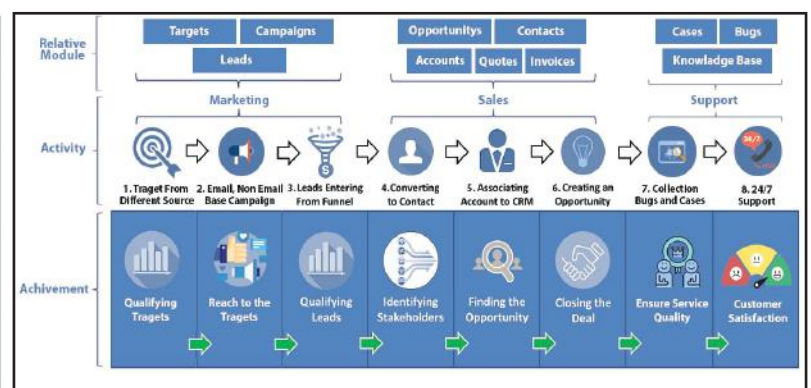
## FOR CUSTOMER SERVICE PROFESSIONALS

- Pre-installed customer service dashboard available out-of-the-box
- Ability to customise dashboard to create a bespoke workspace
- Customer self-service portal
- Case tracking and management
- Knowledge base recording customer service solutions
- Workflow automation
- Address maintenance and linking tools
- Escalation and auto notifications

## PrideCRM Overview



## Business Flow



# Benefits of PrideCRM to Your Business

## FOR IT PROFESSIONALS

- ▶ Out-of-the-box customisation
- ▶ Easy to install and fast to deploy
- ▶ Easy to integrate
- ▶ Flexible deployment options
- ▶ Advanced customisation capabilities
- ▶ Protects and grows your revenue
- ▶ Reduces your opportunity cost
- ▶ Maximizes customer communications and interactions
- ▶ Through integrated social media channels.
- ▶ Online calendar view of planned activities
- ▶ Easily see what money has been generated and what is in the pipeline
- ▶ Know where your profit is coming from
- ▶ Integrated with Pridesys ERP
- ▶ Flexible deployment options
- ▶ Fully customizable interactive dashboard

## INTEGRATION CAPABILITIES

- Pride ERP integration ◀
- Web-self service ◀
- Advanced customization capabilities ◀
- Easy to use interface with a fresh look and feel ◀
- Real-time synchronization between PrideCRM ◀
- Fully customizable interactive dashboard ◀
- Impactful visual charts and highly graphical reports ◀
- Centralized meeting management ◀
- Full calendar response management ◀
- Fully customizable graphical workflow ◀
- Provides multiple information sources on a single screen ◀

## Marketing Benefits of PrideCRM

- ▶ Ensures sales, marketing and customer service resources are being used to maximum effect.
- ▶ Create, track and manage dynamic marketing campaigns.
- ▶ Plan and track activities, tasks, budgets and details for each marketing activity.
- ▶ Produce highly targeted customer communications with improved response rates.
- ▶ Real-time marketing performance analysis and pinpoint budget management.
- ▶ Tracks all e-marketing email.
- ▶ Customer segmentation capabilities.

## Sales Team Benefits of PrideCRM

- ▶ Create accurate Quotes and Orders in a couple of clicks.
- ▶ Maximizes cross- and up-sell opportunities.
- ▶ Account, contact and opportunity management.
- ▶ Calendar and activity management.
- ▶ Escalation and auto notifications.
- ▶ Improves transparency in the sales pipeline.

- Empower your team and boost productivity with a single view of leads, opportunities, tasks and activities ◀
- Enables quarterly sales performance monitoring, improving consistency across the sales organization ◀
- Leads to improved win/loss ratio ◀
- Eliminates manual/duplicated sales processes ◀





## Copyright Certificate

Pridesys ERP was accredited by the Bangladesh Govt. Copyright Laws



## Champion of BASIS National ICT Award 2019

Our Product PrideCut became the Champion in Industrial Manufacturing Category

## Entrepreneur Award 2019

We received the prestigious Entrepreneur Award from Bangladesh Open Source Network (BdOSN).

## APICTA Award winner 2019 MERIT

**PrideCut** won the merit award in Industrial Manufacturing Category

## Runners Up of World Summit Award

**Pridesys ERP** became the Runners Up in Business & Commerce Category

## Champion of BASIS National ICT Award 2018

Our product InNeed became the champion in Big Data Analytics Category

## Runners Up of BASIS National ICT Award 2018

Our product AYR Now became th Runners Up in Community Services Category

## Runners Up of BASIS National ICT Award 2018












Our product InNeed became the Runners Up in Security Solution Category

## Champion of BASIS National ICT Award 2017

Pridesys ERP became the champion in Industry Application Category

## OUR VALUED CLIENTS

### Public

 Bangladesh ICT Division	 Bangladesh Council of Scientific and Industrial Research	 Department of Public Libraries	 Bangladesh Muktijoddha Kalyan Trust	 Directorate of Madrasha Education	 Dhaka Water Supply and Sewerage Authority
 Teletalk Bangladesh Ltd.	 Ministry of Expatriates Welfare and Overseas Employment	 Wage Earners Welfare Board	 Bangladesh Press Council	 Department of Livestock Services (dls)	

### Private

 Ananta Group-9 Units	 Dong Bang Group-4 Units	 Dysin Group-18 Units	 IDS Group-5 Units	 Mahmud Group-15 Units
 Nassa Group - 7 Units	 Nipa Group - 7 Units	 Sams Attire Ltd.	 Shangu Group-4 Units	 Vision Group-6 Units
 al-muslim Group - 8 Units	 Multazim Group	 Masafi Group-4 Units	 Anowara Group-9 Units	

### International

 Miracle Advance Technology, Thailand	 Madagascar Garments, Madagascar	 Tagflix Inc, USA	 Original Confection Mada, Madagascar
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## INDUSTRY FUNCTIONS

PrideCRM for Garments Industries

PrideCRM for Textile Industries

PrideCRM for Telecom Industries

PrideCRM for Insurance Company

PrideCRM for Healthcare Services

PrideCRM for Corporate Solutions

PrideCRM for Financial Organization

PrideCRM for Trading Services

PrideCRM for Footwear Industries

PrideCRM for Public Organization

PrideCRM for Food Beverage

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