



Enhanced Productivity Simplified

Engage, strengthen, and amplify your revenue and relationships with Pipal CRM



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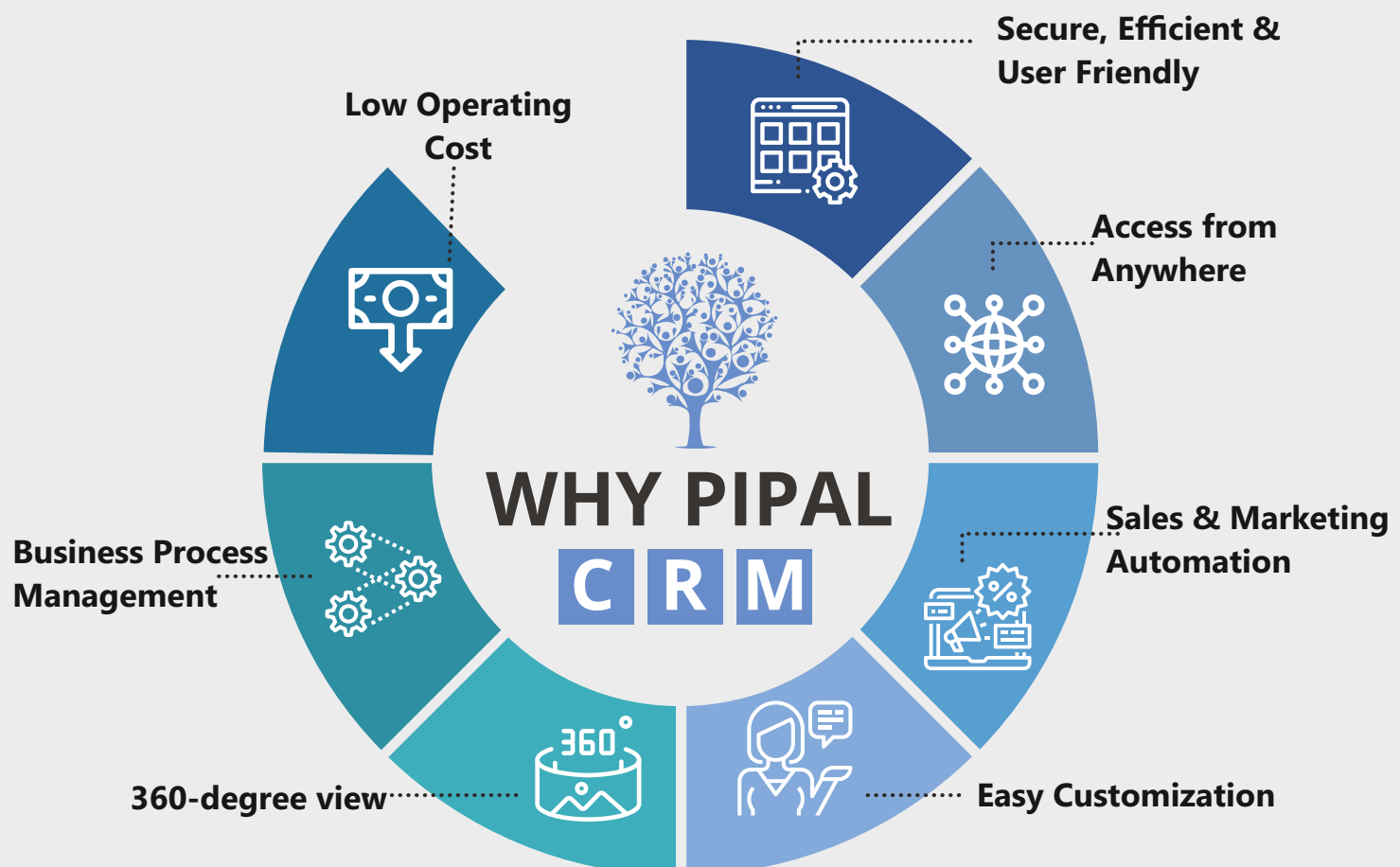
Pipal CRM ensures, your organization's enhanced productivity by offering rich and user-friendly features which enables you to seamlessly manage your Sales, Marketing and Customer Support Functions.

It enables you to capture leads from multiple channels, gives you the 360-degree view of your customer journey and end to end tracking of your lead generation activities from contact to closure.

A customizable CRM solution for growing businesses and enterprises, this all-in-one powerful automation platform for sales and marketing processes can be easily integrated with external systems and lines of business applications.

Provides smart insights and analytics dashboards for entire process and engagements.

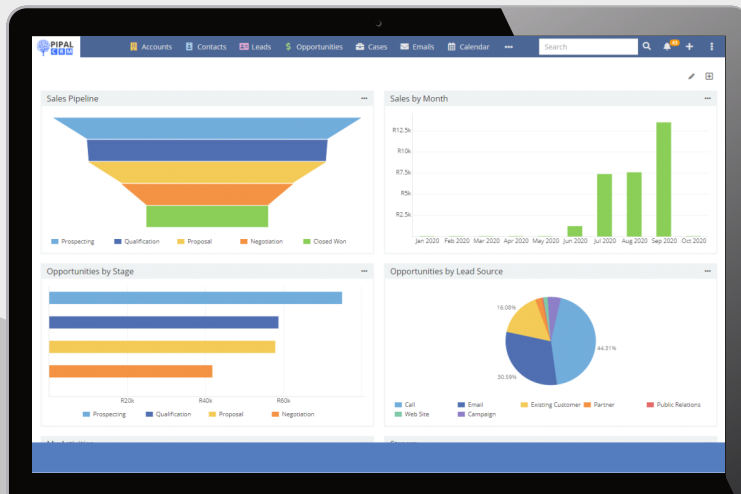
Platform covers Lead Management, Opportunity Management, Contact Management, Collaboration, Workflows, Complain Management, Campaign Management, alerts & notification many more attractive features to help and improve your sales, marketing, and customer service cycles, streamline, track, and grow your sales pipeline effectively





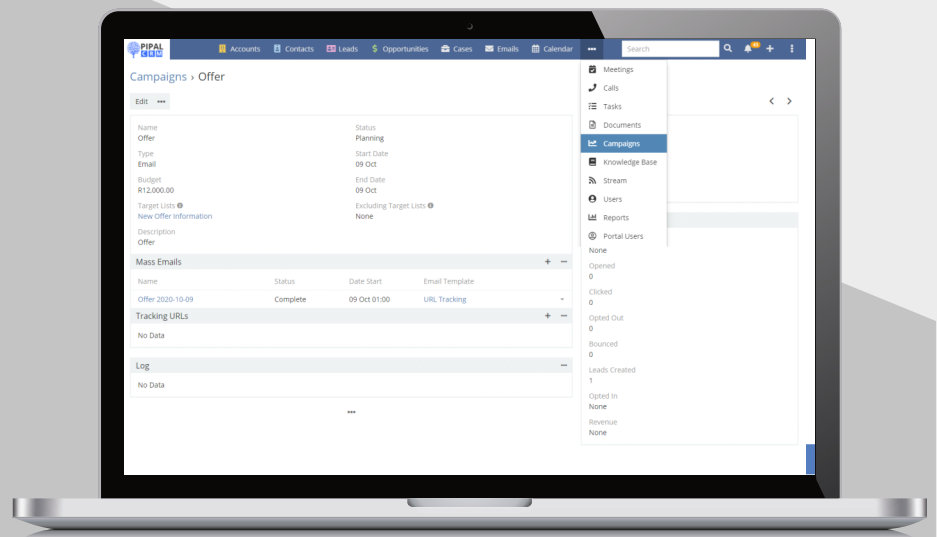
Core Functions – Sales Automation

- Lead Management
- 360- degree view
- Leads to Opportunity Management
- Lead Scoring and Prioritization
- Across/Multi-location Organization Implementation
- On boarding
- Forecasting and Analysis



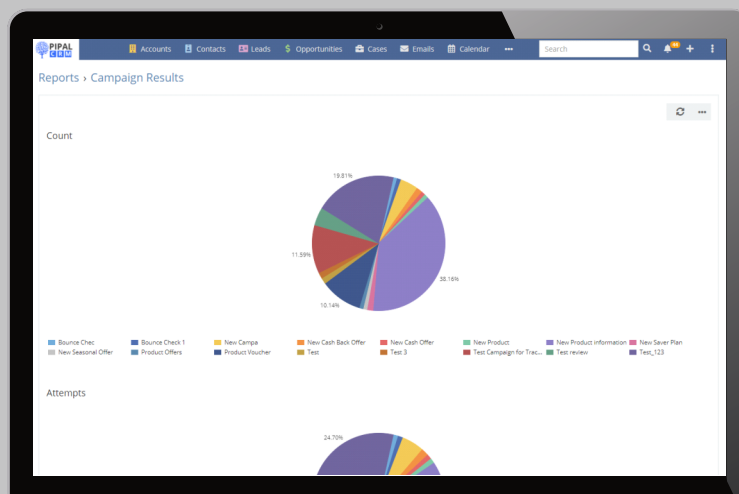
Core Functions – Marketing Automation

- Campaign Management
- Auto Lead Generation
- Lead Qualification
- Bulk Emailing
- Lead capture from different sources
- Customizable reports for managing marketing techniques
- Classification and tagging for handling contacts and customers



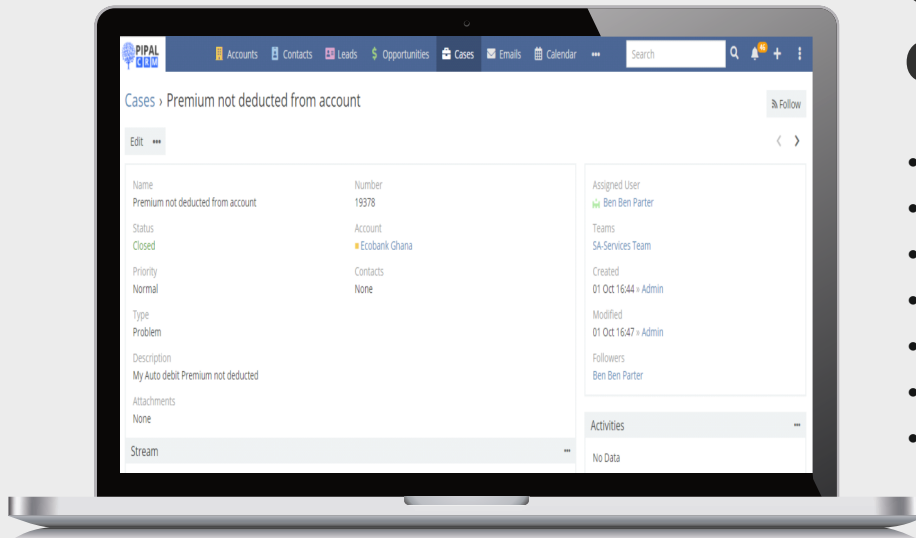
Core Functions – Reports & Dashboards

- Intuitive Dashboards
- Role based reports
- Easy Integration with Power BI
- Lead Stages
- Timeline review (Contact to Closure)
- Service SLA review (Complain to resolution)
- Smart Customer Insight





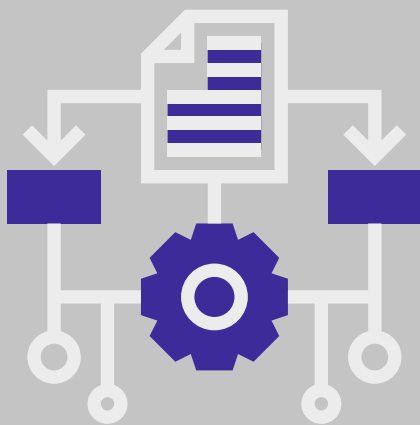
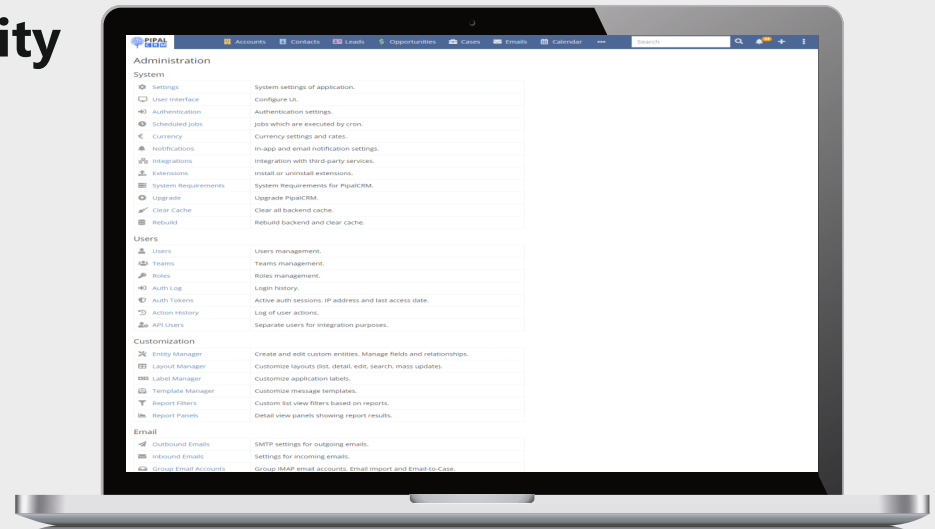
Core Functions – Case Management



- Customer Satisfaction
- Workflow & Automation
- Customer Service
- Complaint Management
- Manage support ticket and requests
- Manage activities and schedules
- Track complete history of the support and customer

Core Functions - Security and configuration

- Multi Location Configuration
- Multi Currency Setup
- Workflow & Automation
- Two - factor authentication
- Encryption
- Role based access
- Drag and Drop to configure UI



Core Functions - Integration

- API Based Integration
- Webpage integration with simple code for generating leads automatically into the software
- Integrate with your Social accounts and Line of Businesses
- Offline Lead Capturing
- Automatic assignment of leads to specific users



Core Functions – Multi Platform Support

- Multi Support
- Any Time , Any Place, Any Device

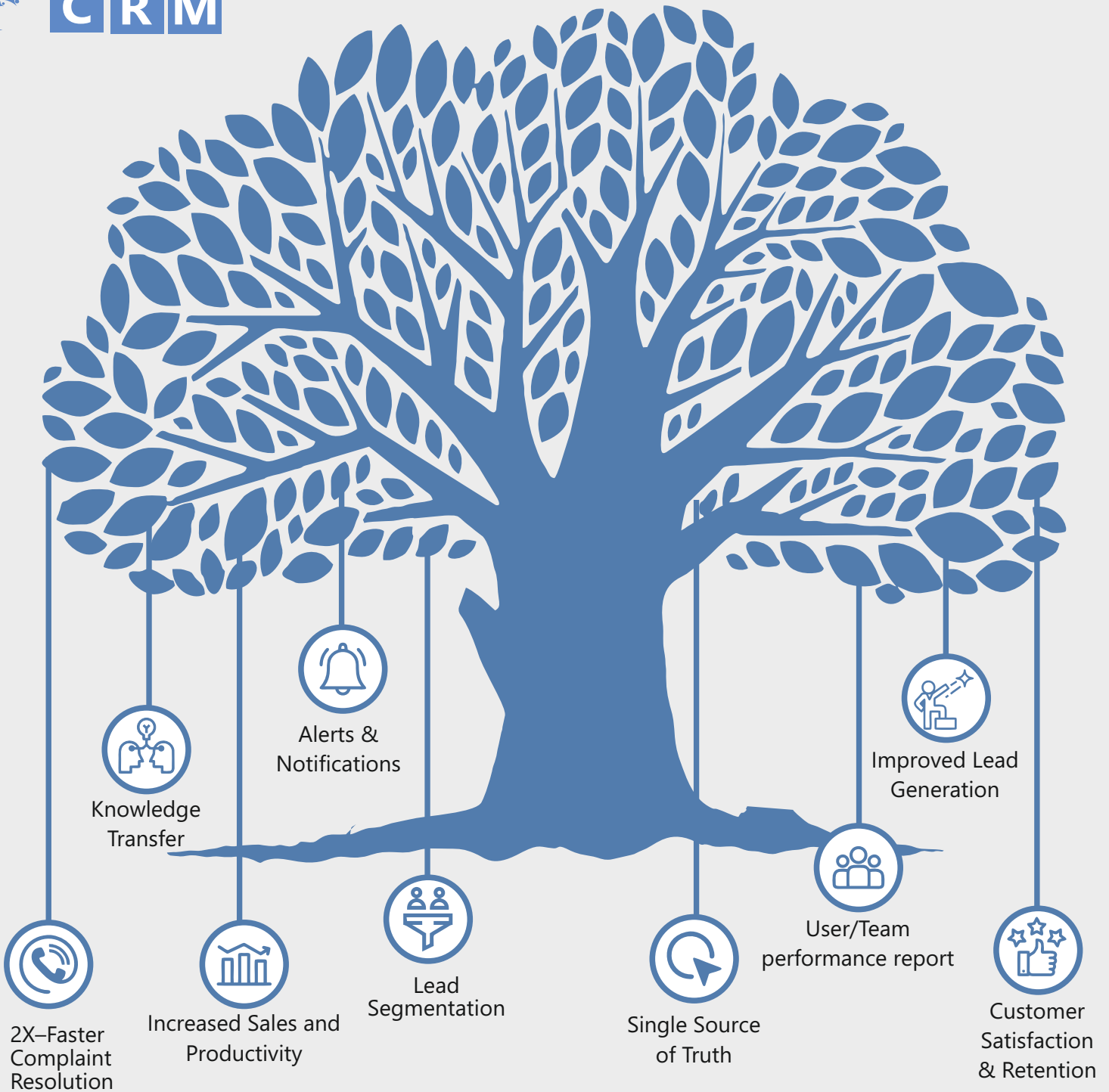


Customer Management – The Flow





PIPAL
CRM



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Achieving Greater Heights



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