



Natech CRM

Customer relationship
management system -

The business strategy
focused on the customer!

Natech.CRM

Overview

Natech.CRM is a business strategy choice that integrates:

- sales
- task organization
- Marketing
- customer service

... in order to develop strong bonds with the clients.

By applying Natech.CRM, business executives are able to “know” each client individually since they know his purchase, contact and response history. Thus, they are tuned with the needs and the characteristics of each customer.

The customer-oriented philosophy of CRM enables the identification, approach and establishment of loyal clients over time through an integrated interpersonal relationship management system.



BENEFITS

Both small and medium organizations of all industry sectors can benefit from Natech.CRM solution in order to:



Retain existing valued customers and attract new ones



Make better and faster decisions based on trustworthy data



Organize workflows to achieve maximum customer satisfaction



Activate the right communication channels between customers and organization



Reduce systems costs and boost performance

Put the customer at the heart

business process!

85%

PROFIT
INCREASE

...can achieve a company by increasing the annual customer retention by only **5%**!

35%

MORE ARE
THE CHANCES

...to sell the same product to an existing customer than selling it to a new customer.

70%

TIMES
MORE IT
COSTS

...to sell to a new customer than to sell to an existing one.

Natech.CRM

Characteristics & Features

Natech.CRM standard edition consists of features and functions that support the following business areas:



COMMUNICATION MANAGEMENT

Integrated customer approach, without any loss of information, through multiple communication channels, such as help desk, call center, fax center, VoIP client, sms, email and dial charges support.

ORGANISATION MANAGEMENT

Corporate organization, teams' formation, tiers' and departments' creation, coordination of corporate policy and strategies, assignment of roles and projects.



PROCESS FLOWS MANAGEMENT

Recording projects for implementation, definition of specific and measurable project objectives, coordination of working groups and monitoring of the effectiveness of the project.

PROMOTIONAL MANAGEMENT

Planning and implementation of promotional marketing actions (e.g. advertising campaign) in order to promote the enterprise through each interaction point with the customer.





SALES

Implementation of personalized sales strategies depending on the requirements, the expectations and the characteristics of each client.

CUSTOMER SERVICE



Collection, aggregation and distribution of information available for customers so that the service offered to them is more direct and effective.

PERSONAL ORGANIZATION

Use of personal diary and daily individual activities management in order to achieve the job objectives.

REPORT MANAGEMENT

Distribution of relevant information to the appropriate company executives.



Natech.CRM

Why choose

In a competitive environment where companies seek to retain their best customers and maximize the effectiveness of every customer interaction, Natech.CRM helps you to achieve the innovation advantage.

- ✓ It incorporates Natech 's know-how and experience in designing and implementing projects in strong businesses in Greece. Natech.CRM counts multiple installations in large enterprises throughout Greece.
- ✓ It is a flexible and functional solution based on customer relationship management best practices.
- ✓ It has a low cost of ownership (ROI) and provides a guaranteed return on investment.
- ✓ It is customized according to the needs of the business.
- ✓ It interfaces with ERP systems, Microsoft Outlook, Core Banking (for financial institutions).
- ✓ The system has friendly interface, customizable colors and graphics.





The company

Natech

Natech S.A. a leading IT services provider firm with a 30 years strong presence in the areas of financial businesses and large scale enterprises.

Designs, develops, delivers and supports customizable IT solutions helping organizations meet their business objectives and achieve high performance. Based on team's extensive business expertise, Natech develops innovative software solutions, in order to drive long term growth & operational excellence of customers (retains almost all of its original clientele / retention rate ~98%).

Natech partners with top notch international IT companies in an effort to cover virtually any banking need and proud themselves for being awarded with top international certifications.



Microsoft Partner
ISO 27001:2013
ISO 9001:2008
ISO 22301:2012



90%
Customer
satisfaction
2017



"Integrated
Innovation" award
(Start up/Scale up
awards 2017)



Credible · Simple · Agile

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