



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

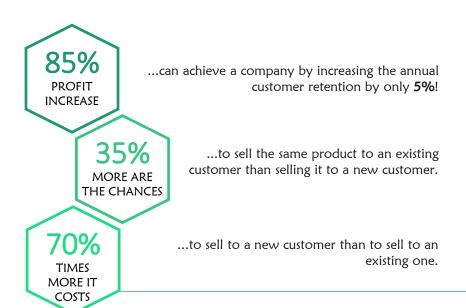
... in order to develop strong bonds with the clients.

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 identifycation, approach and establishment of loyal clients over time through an integrated interpersonal relationship management sys-tem.



Both small and medium organizations of all in-dustry sectors can benefit from Natech.CRM solu-tion in order to: Retain existing valued customers and attract 1 new ones 6 Make better and faster decisions based on trustworthy data th. Organize workflows to achieve maximum customer satisfaction Activate the right communication channels between customers and organization 眭 Reduce systems costs and boost performance Put the customer at the heart iess process!



Natech.CRM Characteristics & Features

Natech.CRM standard edition consists of features and func-tions 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 implementtation, 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 cu-stomer.

SALES

Implementation of personalized sa-le 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 offe-red 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.





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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