EPICOR

Customer Relationship Management (CRM)

CRM gives better customer experiences

Your customers will often share important information with your staff that could result in new opportunities for your business. However, without a way to capture this information for use by other staff members, you may be missing opportunities to serve your customers and grow your business.

The Decor Fusion Enterprise POS system's customer relationship management (CRM) feature provides the information and control to deliver a world-class customer experience. It provides collaboration capabilities that connect employees and departments so the whole company can be more responsive to the needs of your customers. Your staff can record key information shared by your customers, allowing you to follow up and create more opportunities for your business.

Manage your customer interactions in CRM

CRM strategies are as important to businesses today as they have ever been. We have designed our CRM to enhance your customer experience with a data-driven focus on meeting their expectations and thus accelerating your growth. Keep in touch with your customers and improve overall focus and responsiveness by putting your contacts at the center of your business.

Using the CRM feature, the Decor Fusion Enterprise system allows your staff to document customer interactions and information in the system. Some examples may include upcoming new projects, dissatisfaction with your competitors, interest in new products, and more. By training your staff to listen for this key information and then document it into the CRM, you will broaden the scope of customer information to everyone within and across the organization and become more aware of opportunities for your sales team to follow up.

Decor Fusion

Benefits

Record information from customer conversations and access it at any time

Create new opportunities to grow your business

Easily schedule appointments and reminders

Quickly access sales history, special pricing, and margins

Gain insight into products and trends with integrated analytics

Arm your outside sales team with powerful customer data

The CRM feature is also a powerful tool for outside sales. While on the road, it allows them to see detailed profiles of your customers' information, including notes from other staff members, purchasing information, manufacturer preferences, gross margins, and more. Empower your sales team and never miss another sales opportunity again.

Calendars and reports keep you on task

The CRM's calendar feature lets you see your sales team's schedules, including appointments and the results of appointments. You can also quickly and easily schedule recurring appointments and create pop-up reminders to follow up with customers and suppliers.

The reporting capabilities provides complete activity date, contact person and notes. You can export this report and e-mail it for review in Microsoft® Excel®

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We're here for the hard-working businesses that keep the world turning. They're the companies who make, deliver, and sell the things we all need. They trust Epicor to help them do business better. Their industries are our industries, and we understand them better than anyone. By working hand-in-hand with our customers, we get to know their business almost as well as they do. Our innovative solution sets are carefully curated to fit their needs, and built to respond flexibly to their fast-changing reality. We accelerate every customer's ambitions, whether to grow and transform, or simply become more productive and effective. That's what makes us the essential partners for the world's most essential businesses.

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