

NAVITSA



NAVITION CRM And Customer Experience Solutions

NAVITSA's intelligent CRM solution NAVITION CRM offer a comprehensive approach to managing and leveraging customer data to benefit businesses.



NAVITON CRM

NAVITSA CRM system is a state-of-the-art Customer Relationship Management solution designed to revolutionize how businesses manage and interact with their customers. It integrates cutting-edge features to streamline and enhance customer engagement, making it an indispensable tool for modern enterprises.

Lead Sourcing through Expert Networks

NAVITSA CRM's integration with expert networks like linkedin and ZoomInfo provides unparalleled lead sourcing capabilities. Unlike traditional CRMs that rely on manual entry or less comprehensive databases, NAVITSA CRM taps into LinkedIn's, ZoomInfo's extensive repository of contact information, company data, and industry insights. This integration ensures that sales teams have access to high-quality, up-to-date leads, significantly reducing the time spent on prospecting and increasing the chances of successful conversions. Sales & Marketing campaigns can be managed with much easier approach as automatic lead sourcing based on specific industries are possible. By providing detailed insights into potential leads, businesses can tailor their outreach strategies more effectively, resulting in higher engagement and conversion rates.

AI-Based Chatbots

Another key differentiator of NAVITSA CRM is the incorporation of advanced AI-based chatbots. These chatbots use natural language processing and machine learning to interact with customers in real-time, providing instant support and personalized responses. Available 24/7, the AI chatbots enhance customer service by ensuring that queries are addressed promptly and accurately. This continuous availability improves customer satisfaction and loyalty, as users receive immediate assistance regardless of the time of day. Additionally, the automation of routine queries frees up human resources to focus on more complex issues, optimizing operational efficiency.

Centralized Communication Hub

NAVITSA CRM acts as a centralized hub for all lead communication, integrating emails, phone calls, chat interactions, and Video Communications into one cohesive platform. This centralization eliminates the need to switch between multiple applications, streamlining workflows and ensuring that no communication is overlooked or lost. By maintaining a complete and organized record of all interactions, businesses can ensure consistent and informed follow-ups, enhancing the overall customer experience.

LEADS MANAGEMENT

Lead Capture:

Capturing leads from various sources

Lead Tracking:

Monitoring the behaviour and interactions of leads, such as website visits, email opens, and downloaded content.

Lead Qualification:

Using scoring models to determine the readiness of a lead to engage in a sales conversation, helping prioritize follow-up based on potential conversion likelihood.

Lead Distribution:

Automatically assigning leads to appropriate sales team members based on predefined criteria like geographic location, lead score, or product interest.

DEALS MANAGEMENT

Pipeline Management:

Managing the sales pipeline with stages customized to the sales process of the organization.

Deal Tracking:

Monitoring the progress of deals, including key interactions, stakeholder information, and associated activities like meetings or calls.

Win/Loss Analysis:

Providing insights into why deals were won or lost, which can help refine sales strategies and training.

Automated Reminders:

Setting up notifications for follow-ups, proposal submissions, or contract renewals to ensure timely actions on deals.

SALES CAMPAIGNS

Campaign Planning:

Tools for defining campaign goals, target audiences, budgets, and timelines.

Email Marketing:

Integrating with email platforms to send bulk emails, track open and click rates, and segment users based on behaviour and preferences.

Social Media Integration:

Managing social media posts and ads directly from the CRM, tracking engagement, and capturing leads from social platforms.

Performance Tracking:

Analytics to measure the effectiveness of campaigns in real-time, assessing metrics like ROI, conversion rates, and overall impact on sales.

COLLABORATION AND REPORTING

Team Collaboration:

Features like shared calendars, task assignments, and real-time chat to facilitate communication among team members.

Custom Reports and Dashboards:

Enabling the creation of custom reports to track sales activities, campaign performance, and lead conversion rates, providing actionable insights to stakeholders.



Contact Us



(+94) 112 850 383 | (+61) 405 151 390



Info@navitsa.com



www.navitsa.com



<https://www.facebook.com/NavitsaTechnologies>



<https://www.linkedin.com/company/navitsa-technologies>



Navitsa Technologies Pvt Ltd.
No.45/6, Nagahawatte Road, Maharagama,
Sri Lanka.

Navitsa Pty Ltd.
Navitsa Consulting Trust,
Level 5, 33 Elkhorn Avenue Surfers Paradise,
QLD 4217. Australia.