# SEMOS SOCIAL CRM PLATFORM

Software platform that provides easy way to include social channels into enterprise marketing, advertising and CRM programs, approaching them from the angle of how customers would first enter and engage. Those companies that are among the first to do this will be innovators in the continued emergence of social channels

Social CRM is a bridge to the connected customer. It is part strategy, part process and yes, technology; all in support of an organizations goals and objectives. Social CRM is an enabler, it allows companies to truly engage customers, resolve problems, recognize new revenue streams and gather detailed customer behavioral data. Social CRM, as an initiative will fail if it is considered revolutionary. It is transformative, an evolutionary step towards customer centricity.

Social CRM describes the next level of the single customer view, listening to the conversations via social web and becoming active in them. Social CRM puts the "relationship" back into customer relationship management by allowing a two-way conversation between a business and its network

Semos Social CRM Platform (SSCP) solution drives sales force performance and profitability by giving you everything you need to sell smarter. By automating your processes, it frees your people to concentrate on creating leads, closing deals and growing your customer relationships. Semos SCP provide hybrid combination of social media, product promotion and brand visibility that can allow a powerful channel for awareness.
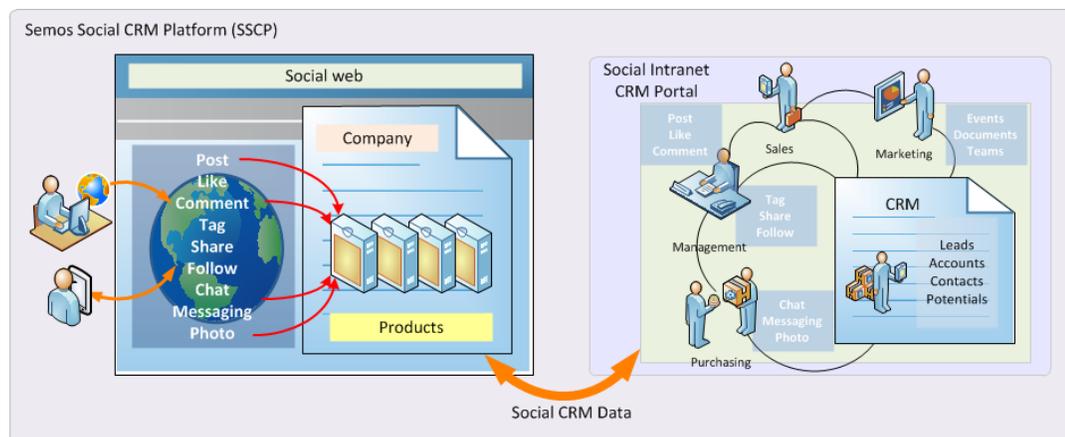
Semos SCP makes it simple to perform:

- **Present your company and products online using social environment**
- **Gather the customer reactions and needs via social web directly into company CRM**
- **Manage customers using standard CRM functionality**
- **Foster employees and teams communication through company social network**

Semos CRM

With Semos CRM module you'll replace doing tasks with hitting targets. Even better, your entire team will be able to collaborate and share information as it happens, eliminating redundancy and aligning goals.

Drive Leads
Automate the lead management process
Accelerate the speed from lead to deal
Capture leads directly from website visits
Import leads from external sources
Match sales-ready leads to the appropriate sales people
Convert prospects into sales opportunities, accounts, and contacts with a single click

Manage Customer Accounts
Monitor all customer accounts and related contacts, opportunities and developments from a shared database
View customers across products, geographies, account and status
Track customer purchase history to identify cross-sell and up-sell opportunities, and establish effective loyalty programs accounts, and contacts with a single click

Effectively Follow-Up
Log all important customer calls for quick and easy reference
Store customer meetings and calls in an intuitive calendar
Manage daily tasks to streamline sales
Set up recurring events by day, week, month and/or year

Accurately Forecast
Estimate revenue based on data
Establish, assign and edit sales quotas for salespeople and teams
Identify individual and team performance
Measure forecast accuracy against commit amounts

Semos Social Web

With Semos Social Web you can gather knowledge and opinion from customers and prospects and refine own products and services. This way you create benefit to your potential users…professional or non-professional ones.

Social Web features
Customers can create, manage and control their professional identity online, fill in contact details, and other personal data
Engage in discussions; post, news, photos, documents; ask questions and receive answers;
Communicate with company representatives and other customers through chat and private messages

Products & Services presentation
Define products profile page using photo, description, category, documents, etc.
Search products using different criteria
Present all products directly to the clients and share the latest news with their followers
Receive customer's opinion through posts, comments, likes, follow, share, direct messaging and chat.

Semos Social Intranet Platform

Semos Social Intranet Platform Companies can help companies with offices nationwide and even local ventures with geographically dispersed assets to take advantage of social networking capabilities and build better and connected teams.

Social Networking benefits
Encourages employees to connect and communicate with each other, cross pollinate ideas and develop valuable insights.
News and information quickly reaches people
Employees can share resources and information easily and effectively
Ability to communicate issues, insights and solutions leads to generating new ideas

Social networking features
Employees can create, manage and control their professional identity online, fill in contact details, and other personal data
Engage in discussions; post, news, photos, documents; ask questions and receive answers;
Communicate with employees and management through chat and private messages.