.NETIKS
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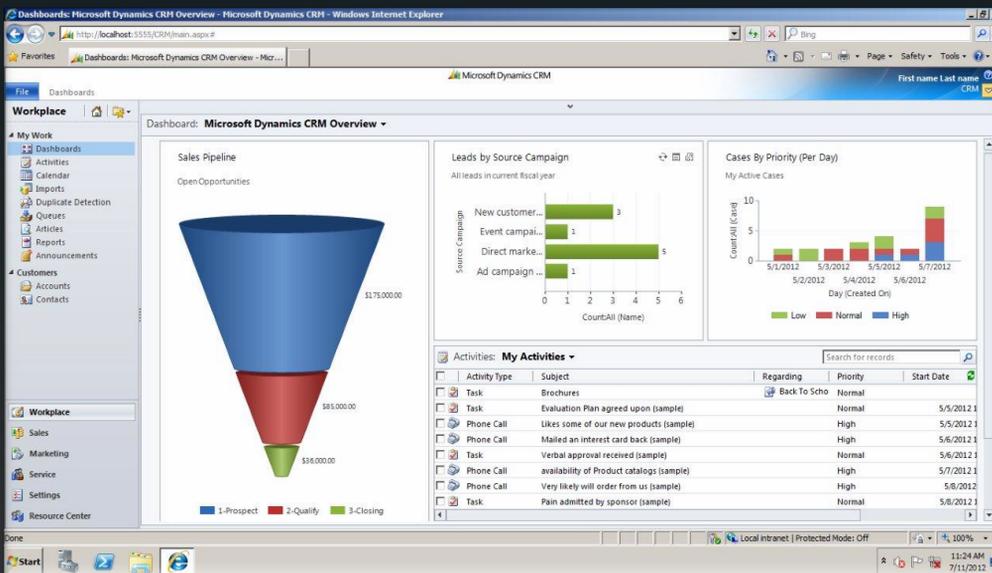
CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

Netiks International is a Microsoft Business Solutions Partner, certified on Microsoft Dynamics CRM since 2004.

This solution provides the full spectrum of customer relationship management, namely marketing, sales and service capabilities helping businesses of all sizes to identify, win and grow long-term business relationships.

Microsoft Dynamics CRM accelerates user adoption thanks to the familiar Microsoft user experience and leverages its open architecture to streamline processes across an entire business.

Microsoft Dynamics™ CRM

CRM
RETAIL

Microsoft Dynamics CRM helps retailers to develop compelling product and service offerings, create and manage a customer loyalty program and optimize the client management life cycle to drive more business success. It also improves customer service by disseminating real-time information across various departments and systems.
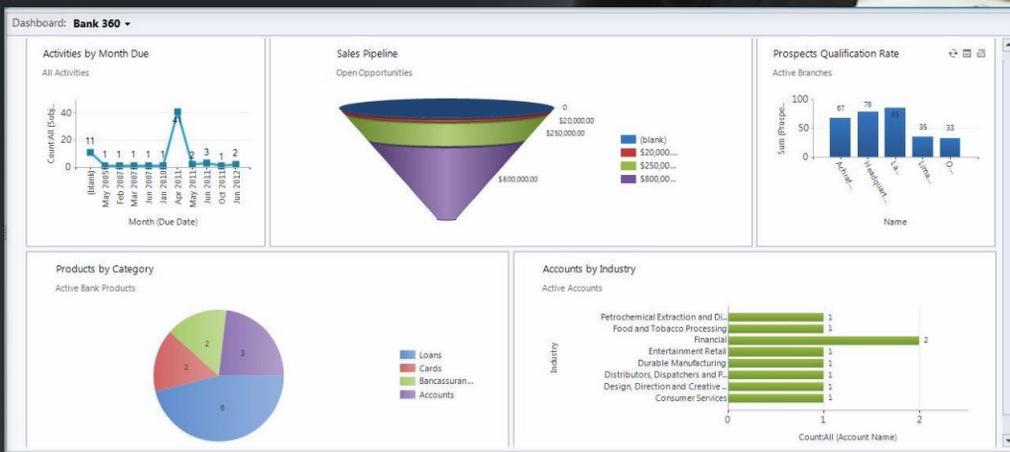

Netiks International has the ability to leverage this solution according to the needs of the retailers.

CRM
BANKING

Microsoft Dynamics CRM 2011 also targets banks and financial institutions with analytical, operational and collaborative features to increase operational productivity and improve customer loyalty.

Our distinction is that we have developed, on top of **Microsoft Dynamics CRM,** banking functionalities that fit any financial institution and capitalizes on existing systems to up-sell and cross-sell banking products.
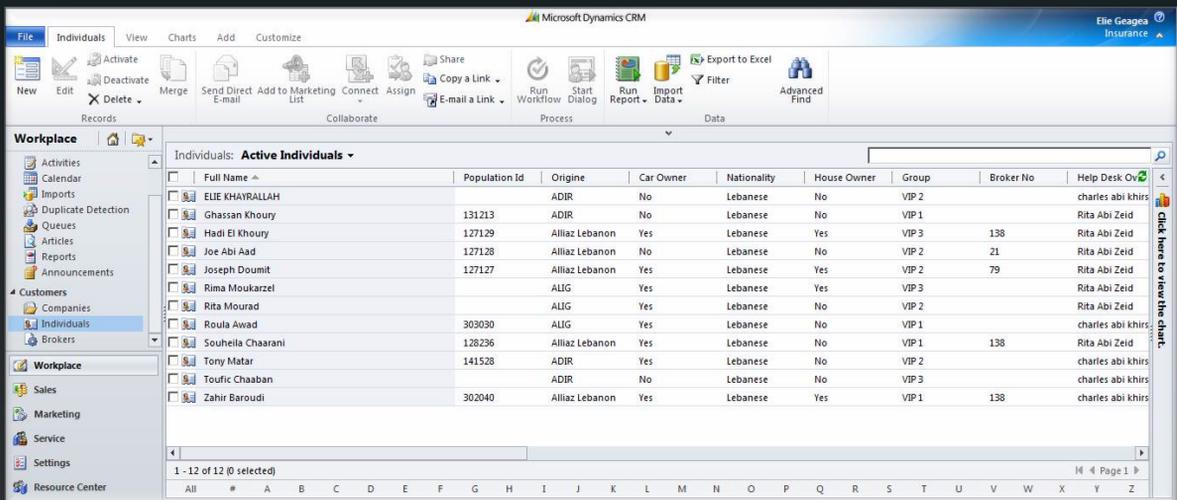

It offers customer interaction history, 360 degrees view of a customer and call center automation and manages complaints, campaigns, activities… In line with the mobile lifestyle trends, these features allow the institution to reach customers on all touch points (internet, mobile, branch, etc…).

CRM INSURANCE

The insurance industry is turning to a customer-centric approach in order to reduce operating costs while better equipping agents, brokers and service representatives to improve the customer experience.

Thus, a well-defined and executed customer relationship strategy or solution is exactly what they need in order to survive in their market.

Netiks International has also adapted **Microsoft Dynamics CRM** for insurance companies by providing centralized policy holder information, agent and broker productivity, workflow automation, business intelligence and deep customer knowledge.

These, in hand, are very beneficial to the company in order to obtain operational efficiency, customer loyalty and services, thus acquiring new customers and keeping current ones.

CRM
TELCO

Microsoft Dynamics CRM fitted for Telco, is the best tool for any telecommunication provider to minimize churn and maximize loyalty.

Retaining subscribers by initializing campaigns, tracing behavior and acting according to results is what the blend between **Netiks'** know-how and **Microsoft CRM's** capabilities offers.

While marketing campaign automation is one essential contribution, call center capabilities build "one-to-one" relationships with clients, making them feel unique and valued.

CRM
INTEGRATED VIEW

The Integrated View application is a multi-language add-on for **Microsoft Dynamics CRM**.

The application facilitates users' inquiries in external databases through a user-friendly interface and enables users to get required results portrayed on a single, centered screen.

The dynamicity of this solution enables the user to edit, manage and export the information acquired.