Increase the efficieny of field representatives

R&R Software's FusionR CRM SFA mobile enterprise application

Az R&R Software's FusionR CRM SFA operational customer relationship management system builds upon state of the art technology, and the mobile business experience gathered since 2002. Utilizing modern Android and Apple smartphones and tablets, this mobile enterprise application enables profound controlling and support functions over your company's mobile field representatives

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Extending control to the field

Field support

FusionR CRM SFA provides centrally maintaned information and task management for field colleagues through the client devices. Customer data, account and stock information are available at a touch of a button. Data visualized in the user interface - diagrams, graphs - can also be used for greater transparency.

Messages and reminders

Depending on the business process and the customer's settings of its partners, automatic messages and reminders can be displayed to the field representatives, thus drawing their attention to perform their tasks.

Central control

With FusionR CRM SFA, field operations are organized and monitored centrally, while collected data is gathered and consolidated in one, common data warehouse. Opening a myriad of analytical and data mining possibilities, both FusionR CRM SFA's integrated reporting tools and third party business intelligence or enterprise performance management systems can be used. Individual performance indicators (KPIs) can be defined for field representatives so that they can easily track their progress against the plan.

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Integration

FusionR CRM SFA was designed with enterprise application integration in mind. Utilizing industry standard common databases and interfaces, it can either be a part of an already existing IT system, or operate as a standalone solution.
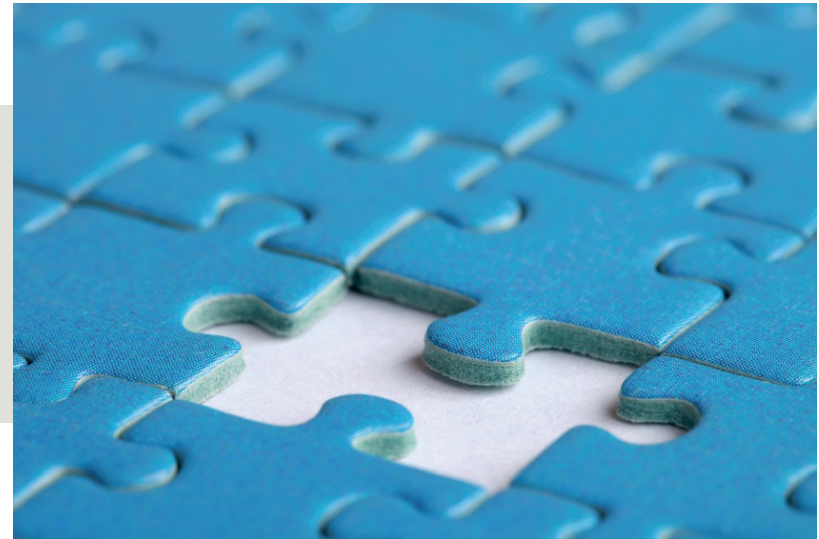
Preservation of value

FusionR CRM SFA's editable forms and integrated business process management tools enable customers to quickly adapt to changing business requirements such as quickly compile and schedule individual questionnaires without R&R Software's support. This way, the system is able to keep it's value on the long run.

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Barcodes

FusionR CRM SFA processes barcodes and QR codes using the devices' integrated camera. For devices without autofocus lenses, a seperate, wireless reader can be used.

Visual data

FusionR CRM SFA collects and organizes photo, video or voice footage linked with the leads and customers managed in the system. Meta tagging is also supported for easier search.

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Navigation

Trip plans generated by FusionR CRM SFA can be loaded directly in the devices' mapping and navigation software. GPS position data can be logged and monitored

Online/off-line

FusionR CRM SFA compresses and encrypts data to generate the least possible amount of network traffic to lower operating costs. The connection between the server and the clients can also be established via mobile internet connection and WiFi.

FusionR CRM SFA ensures business continuity when no mobile data cove-rage is available. The system automatically switches to local, off-line operation until synchronization becomes possible.

FMCG Factory

Central control

Central tour planning, plan compilation with map support

CRM functionality

Product monitoring

Sales order tracking

Controlling

Evaluating the work of representatives based on KPIs

Navigation

Electronic documents

Photo documentation

Without network coverage

FMCG Wholesale

Sales order processing

Sales order tracking

CRM functions

Controlling

Competitor monitoring

Navigation

Without network coverage

Public Utility

Mobile customer care

Meter reading

Field work

Navigation

Electronic documents

Photo documentation

Without network coverage

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Financial and Insurance

Binders

Customer relations

Claim assessment

Fraud detection

Photo documentation

Encryption

Enterprise application integration

Without network coverage

Field work

Central task management

Electronic worksheets

Controlling

Navigation

Without network coverage

Integration

Pharmaceutical sales

Partner relations

Electronic documents

Sales order processing

Sales order tracking

Controlling
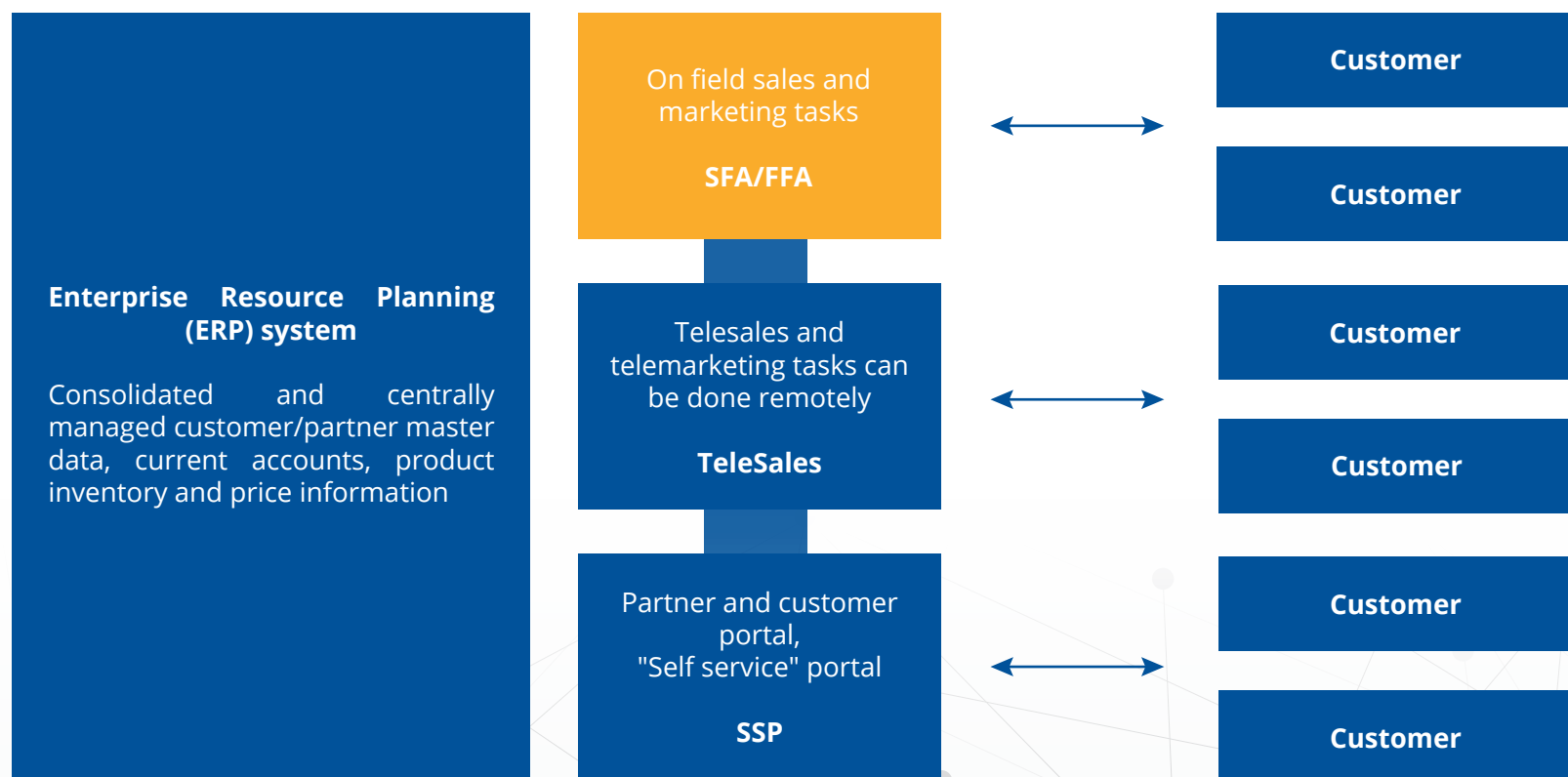
Navigation

Integration

Without network coverage

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The primary task of the FusionR Operational CRM product components' is consolidated and centralized support, management and control of customer relationship, sales and marketing activities. It can be used to collect, organize and store customer information. Commercial and customer service processes can be performed in a planned and controllable way.

The integrated master database - which can handle the segment-specific data seperately - enables transparent integration with customer interaction, offer, contract, service order, invoice and payment, receivable, and complaint data, and also further documents.

The FusionR CRM SFA solution is an integrant part of the FusionR Operational CRM product family, but can also be used independently, or integrated to third party vendors' systems. With the help of the FusionR CRM SSP, TeleSales and SFA components, an integrated IT solution can support all main channels of corporate commercial activity, such as "traditional" field representatives, phone sales, and online self-service sales channels.

Enterprise Resource Planning (ERP) system Consolidated and centrally managed customer/partner master data, current accounts, product inventory and price information	On field sales and marketing tasks **SFA/FFA**	⟷	**Customer** **Customer**
	Telesales and telemarketing tasks can be done remotely **TeleSales**	⟷	**Customer** **Customer**
	Partner and customer portal, "Self service" portal **SSP**	⟷	**Customer** **Customer**

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Who is it for?

FusionR CRM SFA is available for small and mid-size businesses - typically with less than twennty users - as a boxed solution.

Small and mid-size business

Large businesses

For large businesses - typically with more than one hundred users - FusionR CRM SFA is available as a full scale implementation project, complete with scoping, functional specification, customization, and support phases. For detailed information and free consultation, please enquire using our provided contact form.

R&R Software

R&R Software develops and delivers integrated business applications that manage, support and control enterprise processes. The one hundred percent domestically owned R&R Software, founded in 1991, has been profitable from the beginning: it has a revenue of more than 3 billion HUF a year and an expert base of more than 200 people.

Independent market researchers rank it among the largest domestic business application developers. As the leader and partner of purpose-built Hungarian IT Consortiums, R&R Software involves, manages and motivates hundreds of Hungarian experts who are the best in their respective competency fields, with the goal of identifying and supplying high-impact export projects to developing countries, and ensuring their sustainability by delivering knowledge along with the technological developments.

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