

FusionR CRM SSP

Commercial, "Business to Business" self-service portal



R&R Software Zrt.'s [FusionR CRM SSP](#) solution is part of the company's product portfolio since 2020. The solution is based on the business experience of R&R Software Zrt. gained since 1991 and on state of the art paradigms: its goal is to enhance the ease of business between companies through efficiency and transparency, and to facilitate access to products and services. The [FusionR CRM SSP](#) solution can be used as part of the FusionR operational CRM product family, and also independently.

2 FusionR CRM SSP's advantages and functions

There are many benefits to a well-designed commercial portal. It involves much less investment and maintenance costs than building and operating a traditional, physical commercial unit. The portal can offer a wide range of products and services, and several - almost unlimited number of - partners can be served at the same time with the same quality. Automations can be developed to offer promotions, campaigns, and package deals that support the prevalence of business policies. Contacting with partners is not limited to specific business hours: products and services are available at any time, similar to commercial information such as the status of past or pending orders. Ordering and other habits typically used by customers can be analysed, and the quality of service can be furthered based on customer feedback.



FusionR CRM SSP system features

Operation in line with corporate processes

- Credit line review
- Regulation of payment methods
- Pricing and discount system that can be integrated with an ERP (Enterprise Resource Planning) system, package management, partners can see their custom prices
- Inventory information is available to partners based on real data from the ERP system

In addition to “traditional” order management, it is also possible to manage and support additional processes and information, such as:

- Loyalty promotions (bonus system)
- Payment, billing information, current account
- Management of customer service events (eg.: service call, device outsourcing, etc.)
- Content management features (eg.: articles, blog, etc.)
- Direct marketing features (sending newsletters)
- Automatic messaging

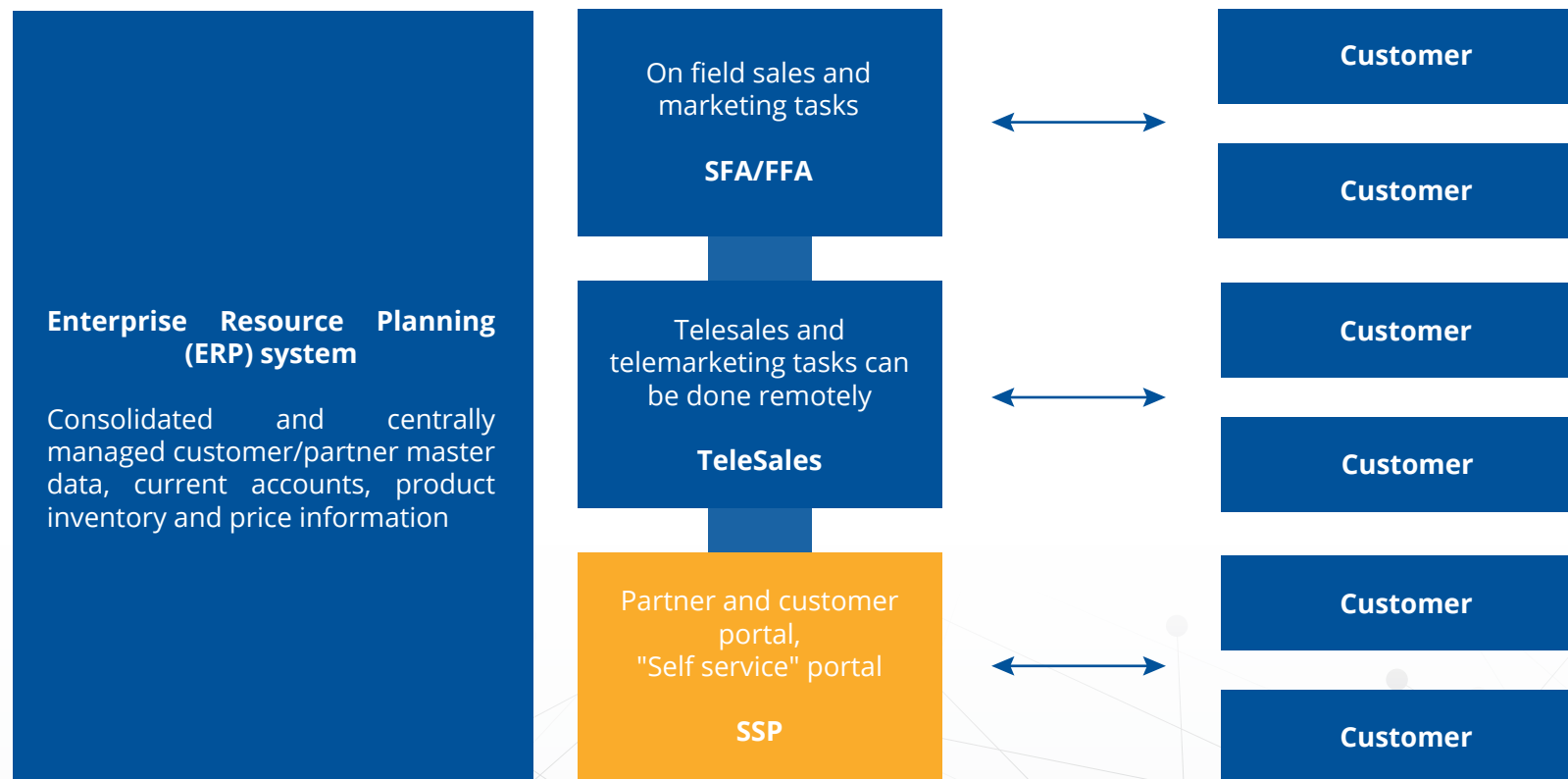
Customized user interface tailored to the corporate identity.

3 FusionR Operational CRM product line

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 separately - enables transparent integration with customer interaction, offer, contract, service order, invoice and payment, receivable, and complaint data, and also further documents.

The FusionR CRM SSP 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.



4 Contact

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 210 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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