

## FusionR CRM TeleSales

Increase the efficiency of your company's call center with R&R Software's FusionR CRM TeleSales solution!



R&R Software's [FusionR CRM TeleSales](#) system is an integral part of the FusionR CRM's product portfolio since 2017. The [FusionR CRM TeleSales](#) system is based on the business experience that R&R Software Zrt. continuously collected since 1991, and on the state-of-the-art technology. Its aim is to support, manage and supervise the telephone sales, marketing and customer service channels. The [FusionR CRM TeleSales](#) solution can be used as an integral part of the FusionR operational CRM product family, or independently as a stand-alone solution, or integrated with other vendors' IT systems.

The integrated [TeleSales, SFA and SSP components of FusionR CRM](#) can be used to support the "traditional" field representatives, telephone and online channels of the company's commercial activity with a singular, integrated sales-marketing IT solution.

## 2 Telephone sales and marketing channel

The [FusionR CRM TeleSales](#) system provides centrally maintained information to customer service and sales staff with proper authorization. When receiving, initiating and handling calls, all the data necessary for the activity is available to the employees, so they can negotiate in the most prepared and targeted way possible in order to achieve higher customer satisfaction. Sales orders finalized during a call can be initiated by employees directly from the TeleSales user interface, increasing efficiency and lowering time-to-market.



### Additional business benefits:

- The costs of customer management can be optimized by an appropriate combination of personal field visits and phone calls, tailored to customers' commercial potential; thus, a larger customer base can be covered while increasing the efficiency of the activity.
- Relevant customer reports, KPIs and statistics can be displayed in text or in a visualised format, eg: base/fact or plan/fact turnover, arrears, average order value, etc.
- In the TeleSales system, different, optimized call plans can be compiled based on commercial considerations (customer potential, order frequency, travel time, visits by representatives, etc.).
- Minimize missed calls: missed calls can be automatically processed to callback task for the employees.
- Preparing, supporting and measuring the implementation of promotions and campaigns.
- User-friendly interface with remote work support: only a workstation (desktop or notebook) with a stable Internet connection is required.

### 3 FusionR CRM TeleSales main features



#### Access and view customer data, with the option to modify / update contact data.

- Master data, current account information, contact details
- Credit line information
- Customer history (visits, phone inquiries, orders)



#### Order management

- Record orders, return order, order history
- Inventory control, manage promotions
- Quickly search for product replacements
- Tour information
- (Invoice correction - depending on the integration and capabilities of the connected ERP (Enterprise Resource Planning))



#### Reports, KPIs

- Sales: e.g. average amount / quantity per order, customer potential
- Efficiency: time spent on customer management and order placement



#### Manage outgoing and incoming calls

- Call plan management



#### To-do list (Calendar to do function)

## 4 FusionR Operational CRM product family

The primary task of the **FusionR Operational CRM** product family's components is the centralized, consolidated support, management and control of customer relationships, sales and marketing activities. With its help, customer information can be collected, organized and stored, commercial and customer service processes can be performed in a planned and controllable form.

Part of the product family is the **FusionR CRM TeleSales** solution, which provides centrally maintained information to customer service's and sales staff's phone calls. The next component of the product family is the **FusionR CRM SFA**, which, using modern smartphones and tablets, enables the support of employees working on field, the organization and control of their tasks. The third component of the product family is the **FusionR SSP** (Self Service Portal), which functions as a self-service customer service portal and a corporate "webshop". The components of the product family can be used together or independently, or integrated with other vendor's IT systems.



The **FusionR CRM TeleSales** solution can be connected to other IT, for example enterprise resource planning systems with its industry-standard interfaces. The solution should also be integrated with external components, such as a VoIP-based call center, which allows:

- calls to be made directly from the **TeleSales** system using the contact data stored in the system,
- in the case of incoming calls, the connected customer can be identified and the related relevant data can be displayed immediately,
- recorded conversations can be accessed and listened back on the **FusionR CRM TeleSales** system management overview interfaces.

## 5 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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