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UniCRM

Customer Relationship Management Software for Managing Subscribers

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GAPS
TECHNOLOGIES PVT. LTD.

UniCRM

GAPS is a Global software development company in India providing Offshore Software Development, Web Site Development ,Customized Software Development, PHP Development, Web Portal Development, Online Shopping Solutions, Graphic, Logo, Multimedia and Design Solutions, ERP Support Services, Customized ERP Development, CRM Development, Retail Management Solutions.

GAPS is a leading customized Lawyer Management, BPO CRM, CRM for Managing Subscriber & Retail Management Solution Provider in India, Providing the best of technology to the industry to users across the globe, Online & Offline Solutions are been driven to ease the access of any solution any where across the globe.

GAPS is a Junction of Highly Experienced professionals from IT & Non-IT firms specialize in projects that combines of strategy and cutting-edge technology into businesses, Our team represents one of the leading resources for innovative and sophisticated web-based solutions, Custom Made ERP's, CRM Solutions & Project Management, We believe in delivering the best of Knowledge and experience to our Customers in Less time along with Less Cost, Experience & Customer Satisfaction is the Base and the Biggest Asset of this Company.

We provide IT Consultancy to the Industries like travel and tourism, Finance, E-commerce, E-learning, Banking, Retail Chains, NGOs, Educational Industries, Lawyers, Government organizations etc.

A very Unique and Comprehensive web-based Customer Relationship management software which helps your business to manage subscribers across the globe in a single platform, UniCRM provides a complete 360 Degree view of Subscribers interaction, easy to use, yet an robust and powerful application to automate your business with the latest features. UniCRM can be very easily integrated with Subscriber Management System

Customer's lifecycle starts from sales, UniCRM has one of the most unique sales and marketing modules, it helps the company to make sales and marketing strategies, Business owners can view the performance details of all the executives working under sales and marketing department. Lead generation, follow up's, Call back schedules can be easily managed.

UniCRM is more than a Customer Relationship Management solution, it grows interactions amongst the constituent of the company, Knowledge base management helps support agents to resolve the issues in a better and faster way. VOIP enabled services with UniCRM helps companies to Manage call flows, call recordings, outbound and inbound calls.

UniCRM provides a centralized data storage, it ease the access to the subscribers database for business owners to know more about the Subscribers Activities, Interactions, Likes and dislikes, UniCRM helps Business owners in decision and strategy making to grow business and retain customers, UniCRM gives a platform to build up strong relationship between companies and subscribers, Profitable returns can be very easily achieved of the investments by providing Excellent support to the customer with their day to day problems via UniCRM .

UniCRM helps converting Potential Customer as their new subscribers and the existing one into a lifelong subscriber, UniCRM provides a very simple yet powerful platform to make a healthy relationship with the existing subscribers, Companies can easily adopt UniCRM as an effective tool to manage a life-cycle of a Subscriber.

UniCRM provides a very robust platform for managing support tickets. Subscriber may connect with companies for the resolution of the problems they are facing via email, phone or live chat, UniCRM helps companies to support Subscribers in all means, Customer support or after sales support is the major area where companies tries to build up in an efficient way.

In the commercial world the importance of a customer support and relationship is one of the major areas where companies are making their strong grip, to serve a customer in a better way companies are targeting better solutions to support them. Today importance of retaining customers and business growth is paramount, UniCRM helps companies to gain an insight into the behavior of their customers and manage their business operations to ensure that the customers are getting the best support, In essence, UniCRM helps a company to recognize the value of their customers, it improves relations with customers, UniCRM provides a platform to understand customers needs to focus on their needs. UniCRM helps Customer service and management to cope up with customer concerns and issues, Business owners and management can have a 360 Degree view of Customers database in terms of Feedbacks, suggestions, Support Ticket status and Sales performance of the sales team.

UniCRM provides ease of access to gather and organize information about customers and lets Companies to analyze the future opportunities , companies can easily do a segment analysis of various types of customer which may vary from product to product, this analysis involves taking the customers perspective and identifying what they require and what they are not buying, this information can be very useful for companies to develop sales strategies which will offer customers a new range of products in affordable prices,.

UniCRM is here to give a "wow" experience to customers and companies, a web based application developed to provide a user friendly environment to its users, a much secured application which will control user limits. We proudly call it as a next generation CRM for Media and Broadcasting Industry

- **Customer Information Management**
- **Ticketing Management**
- **Case Management**
- **Knowledge Base Management**
- **Packages Management**
- **Promotional Services Management**
- **Users Management**
- **Reports Management**
- **Internal/External Email Management**
- **Notice Board Management**
- **Forums Management**
- **Sales Management**
- **Marketing Management**
- **Configurable Tasks, Reminders, Alerts**
- **Customer Tracking**
- **Customer Profiling**
- **Complete Email System with HTML Editor**
- **Direct mail management**
- **Telemarketing Management**
- **Customer's Self Service Portal Management**
- **Customer Support**
- **Master Data Management**
- **Lead Generation and Follow up tracking**
- **Inbound and Outbound Call operation**
- **Call Recording Management**
- **Call Flow monitoring Management**
- **Security Management**
- **Quality Assurance Management**
- **Case Escalation Management**
- **User's Dashboard**

UniCRM helps

Customer Retention Process

Serving the Customers in a better and advanced way

Monitoring Sales & Marketing

Building Customer Relationship

Business Growth

Better & Advanced Case Management

Understanding current and future needs of customers

Incorporating new trends and strategies into the business

Increasing Competitive Advantage

GAPS

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