

FORIS CRM ANALYTICS



FORIS CRM Analytics empowers businesses with the ability to make swift and informed decisions with the use of sophisticated analytics . This will aid in breaking data silos and creating a single, detailed view of customer's buying behaviour. Hence, achieving much better interactions and relations with your customers, ultimately maximising revenues and profits helping your business reach its full potential.

Business Benefits



- ◆ Obtain customers with high profitability
- ◆ Construct lasting loyalty and more productive relationships with customers
- ◆ Craft products every customer wants
- ◆ Drive strong marketing efficacy
- ◆ Forecast consumer behavior
- ◆ Optimize your business processes
- ◆ Streamline your Supply Chain



Personalize Customer Interactions



FORIS CRM Analytics will enable your business to recognize your customers with the highest profitability and detect more just like them. By foreseeing customer needs, wants and desires you will be able to shorten the sales cycle and govern your channel relationships and partnerships more lucratively. FORIS CRM Analytics will acquire benefits for your business through customer profiling all the while preserving their privacy and confidentiality.

- ◆ **Release the power of your data** by investing in FORIS CRM capabilities and managing your supply chain easily and quickly adapt to the market changes and fend off the competition
- ◆ **Personalize customer interactions** and offers by recognizing and addressing unique needs of your individual clients based on customer profiling and demographic segmentation
- ◆ **Design Your Own Workspace** by using FORIS CRM Analytics to create your interactive dashboards, generate your reports based on thresholds, alerts and manage your individual KPIS

Foster Customer Intimacy



Reaching your customers requires an adaptive approach relying on variety of technologies.

These include CRM and Business Intelligence and tapping multiple touch points of customers of today's digital world with a holistic approach while focusing on their personalized and distinctive needs and integrating with their lives in meaningful ways.

Understand the customer's profile, including how, when and what they buy, and use FORIS analytics to optimize price, assortment, promotions, and space whilst creating trust, engagement, affinity, desire and delight.



Relationship Optimization Process

The customer relationship optimization process ensures to account for the key touchpoints, duration, steps, activities, expectations, and interaction location or channel e.g., in-store, online, mobile, call centre.

Organizations need customer information from a multitude of systems of customers and require access to brand, product and customer data that lets retailers create a loop of communication with shoppers before, during and after they complete a transaction, fostering increased engagement and loyalty.

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