



# CUSTOM ORGANIZATIONAL CHARTS

## KEY FEATURES

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- Unified view of the customers' organizational hierarchy: Easy way to navigate all contacts of a customer in form of a tree
- Better relationship management by understanding the role of each contact in buying process
- Reduce time and effort by contacting the right person for the right action
- Improved customer satisfaction
- Support for multiple web browsers
- Classification of contacts into custom categories.

*CRMIT is a focused and growing market leader in the CRM systems industry. We wish our clients to have the best CRM systems there can be, and have successfully delivered CRM Implementations to many Fortune 1000 businesses. CRMIT's CRM++<sup>®</sup> is a collection of high-value plug-ins to Oracle's CRM On Demand. These extensions to the standard CRM system are meant to help you generate better value in and out of your CRM system.*

## Industry Trends

Modern Business Structures are complex and it pays, to know your customers better. A complete understanding of the customer organization, hierarchy, roles, reporting structures etc., is essential in maintaining a good relationship and making sure we make the right impression with right people when it comes to their decision making. Sadly, Many business tools just present data in tabular format, making the big picture understanding an impossible task. This means, Sales / Service Experts end up using guess / trial and error methods, than concentrating on their strengths on building Business / Improving Customer Relationships etc.,

Oracle's CRM OnDemand solution provides a very effective Account / Contact Management functionality, With simple, yet powerful set of tools which are built according to industry best practices, and keeping the End User in mind. CRMIT's CRM++ Custom Organizational Charts work in conjunction with Oracle CRMOD, In providing smooth & fully visual 360 Degree view on Account / Contact Relationships.

## Business Problem

While dealing with large clients who have multiple contacts within their organization, it is essential to understand the role of each contact in decision making process. The effective understanding of customers can make or break your sales process.

## Solution Description

CRM++ Custom Organizational Charts are Designed to complement the Oracle CRM OnDemand Account and Contact Functionality, This is developed as an innovative solution to provide a unified view of your customer contacts.



## ORACLE CRM ON DEMAND & CRMIT

### ORACLE CRM ON DEMAND

Comprehensive CRM for Maximum Results: Oracle CRM On Demand offers the most comprehensive set of sales, marketing, and service automation capabilities of any on-demand CRM solution.

### CRMIT CRM++

CRMIT's CRM++<sup>®</sup> is a showcase of CRM extensions pluggable to Oracle CRM On Demand, that bring a host of additional functionality and business value for your business

- Single view of all contacts of a particular customer and their roles in the buying process
- Displays all contacts in a hierarchical tree view based on their reporting structure
- Role data is specific to an opportunity for individual accounts
- Ability to classify contacts into multiple categories

### Business Benefit

- An unified view of the customers' organizational hierarchy for effective decision making
- Better relationship management by understanding the role of each contact in buying process
- Reduce time and effort by contacting the right person for the right action
- Improved customer satisfaction

### Key Features

- Easy way to navigate all contacts of a customer in form of a tree
- Contains information specific to an account and opportunity
- Works on multiple web browsers
- Allows classification of contacts into custom categories

### Joint Value Proposition

Oracle CRM On Demand provides a highly comprehensive yet fast-to-deploy CRM solution, which brings clarity to your sales processes; build loyal, long-term customer relationships; accelerate productivity; boost call center efficiency; and derive customer intelligence, thereby getting a rapid return on your investment. CRMIT has implemented Oracle CRM On Demand Implementations and Integrations to Customers across the globe, from different business / technical domains. Custom Organizational Charts for Oracle CRM On Demand offers an easy visual representation of Account / Contact information, and ensures you a complete understanding of your customers, enabling better sales / service performance and turn around time.

### Contact Information

To Learn More About Our “CRM++ Custom Organizational Charts”, You can visit <http://www.crmplusplus.com/> Or Contact us directly: [contact@crmit.com](mailto:contact@crmit.com)