



OpenPro ERP Solutions

The first web based ERP software

OpenPro CRM

OpenPro's dynamic Customer Relationship Management (CRM) functionality provides companies with the leverage necessary to perform in the most competitive environments. OpenPro CRM is a comprehensive software solution that puts the customer at the focalpoint of the business. By empowering companies to capture, analyse and utilize data to enhance customer relationships, the system becomes the foundation of a customer-based strategy to increase revenues, profitability and maximize performance. OpenPro's integrated solution addresses all the areas of the extended enterprise: Enterprise Resource Planning (ERP), Warehouse and Distribution Management (Supply Chain), Financials, Manufacturing and E-Commerce.

Total Visibility

OpenPro incorporates key areas that include contact management, sales, marketing, service and fulfillment. CRM provides total visibility into patterns of change and highlights daily interaction on what is being marketed, sold, serviced and promised throughout the organization. Marketing, selling and service processes are documented, managed and automated, resulting in the integration of quality customer-related and marketing data.



Increased Loyalty & Value

OpenPro CRM is designed to increase customer loyalty and lifetime retention and value by providing CSR's with complete histories of customer purchases, trouble tickets, service requests, and correspondence. OpenPro allows a CSR to attach any file, (text, photo, video, fax) or to a customer record.

Managing Customer Touch Points

OpenPro CRM lets a company take ownership of contact data from day one. Contact data is stored in a common SQL database, eliminating the management of multiple incongruent databases and inefficient data duplication. The result is real time, objective support for key management decision-making functions. OpenPro CRM is a web-based product that allows access anywhere from a PC, PDA or cell phone .



*The First Complete
Web Based
ERP Package*