

# ZECUSTOMER—AN INTUITIVE CUSTOMER RELATIONSHIP MANAGEMENT SYSTEM (CRM)

**Build Trust. Ensure Customer Satisfaction.**

## Key Features

- Management of contacts and companies
- Multilingual support
- Marketing campaigns with personalized email and sms
- Manage opportunities
- Fully customizable to customers needs
- Powered by Microsoft Windows Server and SQL Server
- Fully integrated with **zecontent** and **zecommerce**
- Easily managed through **zeportal** management console

**Building customer relationships is a bidirectional merit between the customer and the company. zecustomer can help you succeed that.**

## Description

**zecustomer** is a user friendly customer relationship management system designed to help your business develop profitable customer relationships by increasing sales as well as maximizing customer satisfaction and loyalty levels. It focuses in understanding, anticipating and responding to customer's needs.

## Simplicity

This web based solution allows non-technical users, as well as IT professionals, to modify and update contact's information, create marketing campaigns and a lot more at any time and from anywhere. Only a browser is required so as to log into the system through the **zeportal** management console.

## Convenience

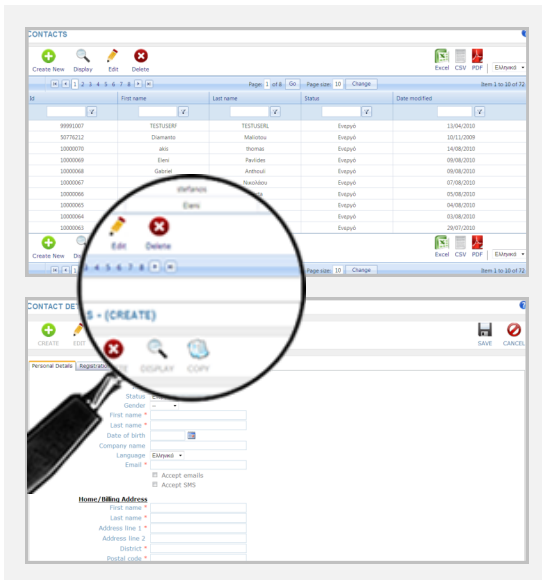
Navigation is performed very easily through a tree based menu. Multilingual support is also provided while creating marketing campaigns giving you the freedom to contact international users using their regional language.

## Functionality

**zecustomer** allows you to manage contacts, companies, marketing campaigns, sales opportunities, customer contracts, resources, and support services offering a centralized repository of valuable information about your customers.

**zecustomer**





## Security

zecustomer offers high security both at IP and users levels. More specifically, the application can perform a check of the source IP address of the user and if valid then the login page will appear. In order to log into the system, the users must enter the appropriate credentials and if correct access is granted.

## Management

Another important feature included in zecustomer, is related to users management. The system supports the creation of various user groups / roles which can be assigned certain permissions, controlling with this way the actions to be performed.

## Audit

When the user logs into the system, date and time are recorded, allowing the administrator to audit the various actions taken. Any actions taken related to adding or updating contacts or companies are recorded accordingly.

## Integration

zecustomer is fully managed through zeportal management console allowing integration with zecontent (content management system) and zecommerce (electronic commerce system). zecustomer can also be integrated with ERP systems offering the possibility to send and receive data as needed.

**Customer satisfaction is the number 1 priority of all the companies. Analyze your customers with zecustomer analytics and make them happy.**



ZECUSTOMER