

Sales Force Automation Solution



Overview

With increasing competition, dwindling margins, and rising customer expectations, automating the sales force tasks plays a significant role in increasing productivity of the sales teams.

Newgen's sales force automation (SFA) solution empowers sales teams by automating and streamlining all the stages in a sales process.

Industry Challenges

- ✓ Low lead conversion rates
- ✓ Inability to utilize customer behavior to improve engagement
- ✓ High turnaround time for deal closure
- ✓ Inability to track and support a highly mobile sales force



Newgen's Sales Force Automation

Newgen's sales force automation, as part of the Newgen customer relationship management (CRM) suite, offers a combination of powerful workflow, document management, social engagement, mobility and integration capabilities. It can be easily aligned with diverse businesses and can provide a long-lasting solution to customer relationship needs of any organization.

Solution Highlights

Newgen's SFA solution covers the following areas:



Sales Organization Management

- Management of sales geographies, goals, tour and activity planning
- Monitoring and tracking of activities to streamline the sales process



Telesales Management

- Outbound calling for tele callers through CTI integration
- Use of marketing lists, dialer, and specific opportunity management process for improved telemarketing



Lead & Opportunity Management

- End-to-end management of sales from lead to final conversion
- Sales activity enablement, including appointment scheduling, collateral management, quotation generation



Social Selling

- Key-words detection and lead creation, through integration with key social channels
- Response to feedback on the same social channel through the CRM for prospect conversion



Account Management

- End-to-end account planning and execution, including account level targets, social connects, competitor intelligence, relationship strengths
- 360-degree customer view to drive recurring business and referrals



Mobility

- Clutter-free mobile app for easy access
- Online and offline modes to ensure continuous accessibility

Why Newgen for your Sales Force Automation Needs?

Newgen's SFA solution seamlessly integrates with the existing systems within an organization and can be easily aligned to diverse businesses. The solution enables organizations to achieve:

- ✓ **Maximized productivity**, through a single, mobile enabled platform for all customer interactions and activities, removal of non-value-added activities, and improved internal collaboration
- ✓ **Improved Mobility**, with an intuitive, clutter-free mobile app, equipped with capabilities for offline access, supporting dashboards, sales calls, check-in/check-out, collaterals sharing and updates
- ✓ **Social Selling**, by supporting integration with key social channels, gauging customer needs from their social media activities, and converting social posts into inquiries and leads



About Newgen

Newgen is the leading provider of a unified digital transformation platform with native process automation, content services, and communication management capabilities. Globally, successful enterprises rely on Newgen's industry-recognized low code application platform to develop and deploy complex, content-driven, and customer-engaging business applications on the cloud. From onboarding to service requests, lending to underwriting, and for many more use cases across industries. Newgen unlocks simple with speed and agility.

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