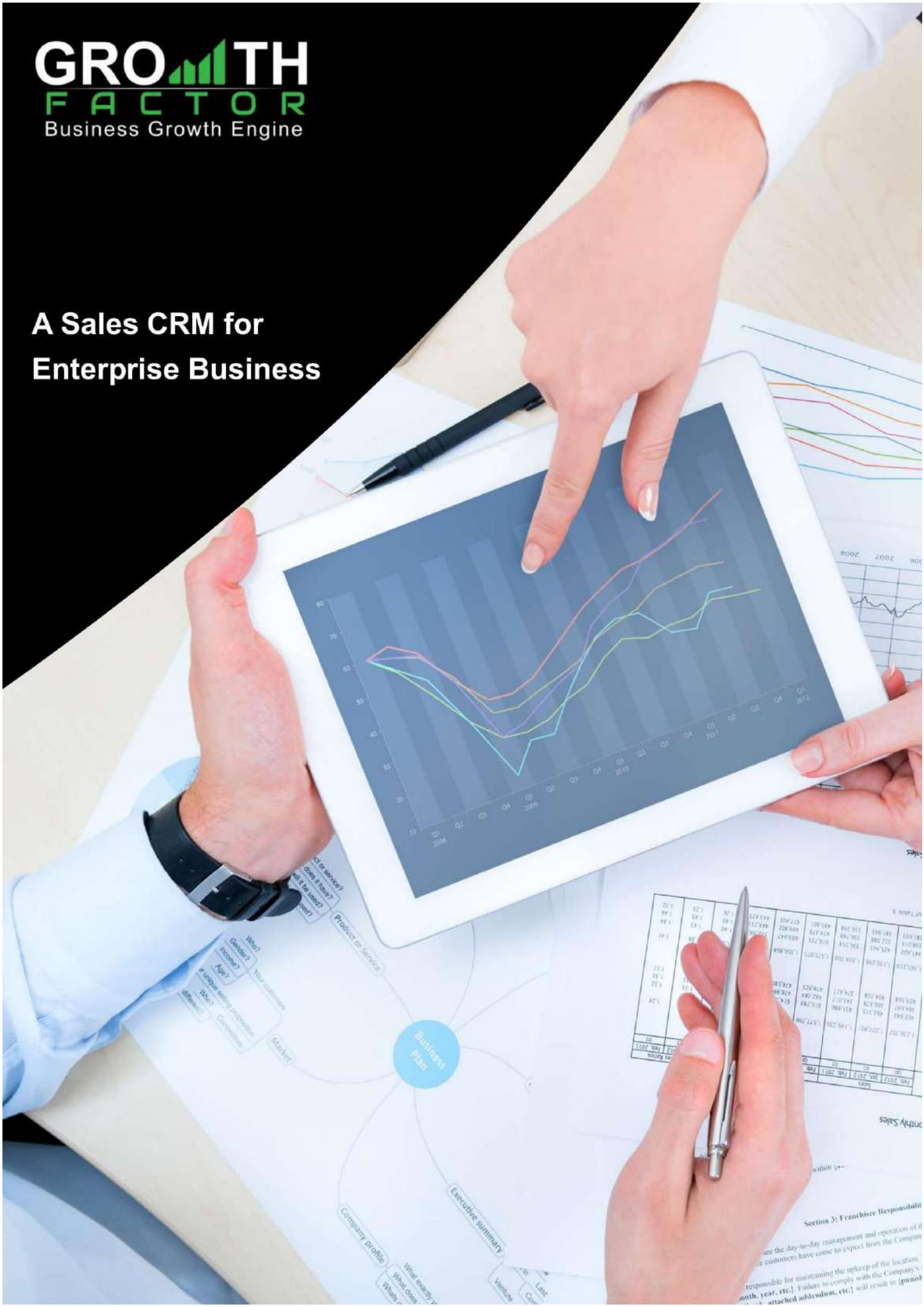
GROWTH FACTOR
Business Growth Engine

A Sales CRM for Enterprise Business

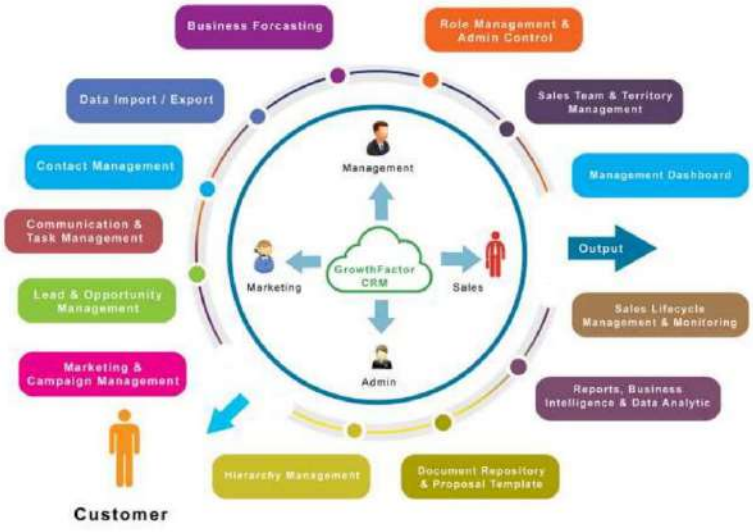


Welcome to GrowthFactor CRM

GrowthFactor CRM *is a powerful, feature rich, cloud based application that gears up the complete sales and marketing team together in a powerful and smooth way.*

GrowthFactor CRM enables our customers to manage their sales operations effectively, get deep business insights easily with powerful analytic dashboards, thus gaining easy business visibility and assisting in quick decision making.

Our easy to use features enables hassle free operational experience and helps managing day to day sales activities smoothly.



Reasons why GrowthFactor CRM is the Ideal Choice for your Business

01. Feature rich, easy to use, lightweight, all you need in an application to manage end to end of your sales activities and day to day business.

02. Cloud based, ensuring high level security of your big volume business data.

03. Role Based accessibility, data visibility & Approval mechanism, thus ensuring easy process management and system transparency.

04. Business Intelligence & Data Analytics gives a powerful management dashboard to monitor, control and lead business from anywhere anytime, by any mobile device seamlessly.

05. Effective team collaboration, where employees don't have to spend time in updating various spread sheet and databases for reporting purposes. **GrowthFactor Sales CRM** works as a single point of contact for all your business funnel information & team activities.

Give your Managers a Valuable Business Insight

GrowthFactor CRM empowers managers to gain more business insights through precise and powerful analytic dashboard, ultimately helping in effective decision making.

Business performance tracking against a target with a plethora of information for strong revenue forecasting.

Evaluate the complete breakdown of your funnel & sales pipeline, reps wise performance, marketing campaign wise R.O.I. along with pending tasks and clear communication.

This helps in making quick assessment of the business health and make critical business decisions fast.

> “
> GrowthFactor has been intrumental in helping my business to expand. We use this tools to streamlined sales funnel and processes and we are very happy with it. We eventually became Sales partner for whole ANZ region. Wishing GrowthFactor team the best.

Mr. Ash Raina
Director at KpPro, Australia

Powerful Analytics & Management Dashboards

We have very powerful business intelligence & data analytics dashboards, for the management team to have a deep drill down to the transactional level. We have both standard dashboards with all major business KPIs for a quick understanding of the business health, and also a very detailed and deep graphical analytics for both marketing and sales team.

- Marketing analytics dashboard with campaign & ROI analytics.
- Sales Analytics with deep insights.
- Performance Analytics of each and every member of sales team.
- Front end light dashboard with bold KPIs to exhibit the business health on the move.

This section exposes hidden aspects of the business health which we generally overlook in standard reports. Highly informative and engaging analytics with multiple and detailed key performance indicators of a business house.

> “
>
> We evaluated Zoho, VTiger and other few CRM's, but we implemented Growth Factor CRM for entire sales team as it has a unique feature i.e User Friendly. Their team has provided us immense support and coordinated well for the trainings as well. We wish them good luck ahead and may reach heights of success.

Mr. Ajay Adlakha
Managing Director at Infinity Advertising Services, India

Marketing Campaign Management

The first step in the marketing campaign management is to define and categorize the audience segment. In marketing campaign we have to plan, execute, track and analyze all marketing campaigns with the inbuilt ROI calculator. These tasks span to the complete lifecycle of the marketing activities from the inception to launch and evaluation of the result.

- You can make and define the campaign.
- Assigne and categorized to various marketing teams.
- Powerful campaign analytics dashboard for deep insight.
- Get details of leads generated by various campaigns and the ROI of each lead.

Lead Generation Service

- E-Mail Template Designing
- Newsletter Template Designing
- Landing Page Designing
- E-Mail Campaign Scheduling
- E-Mail Campaign Running
- Lead Generation
- E-Mail Database Analytics

“

We were using SalesMantra before implementing GrowthFactor CRM. In fact we evaluated couple of more CRM before decided to go ahead with GrowthFactor. The reason is their leadership enacted business partner relationship rather vendor relationship. We have been using GrowthFactor CRM for more than 2 years now and we are absolutely glad with their top notch service. GrowthFactor helped us to monitor and track complete sales process and helped the business to achieve their business targets. Wishing GrowthFactor team all the best for their future endeavour.

Mr. Pankaj Malik
Managing Director, IOTAFLOW Systems, India

“

Thank you GrowthFactor team for supporting our sales team in improvising the sales process. Very happy and wish you all the best.

Mr. Vijay Dua
Managing Director, Dycon Systems, India

Enquiry / Lead Management

Through **GrowthFactor CRM** System you can manage and track end-to-end process and activities of leads and enquiries flowing into the system.

Opportunity Management

This is the utmost priority section where you can see the whole business funnel and have a business forecast and future projection.

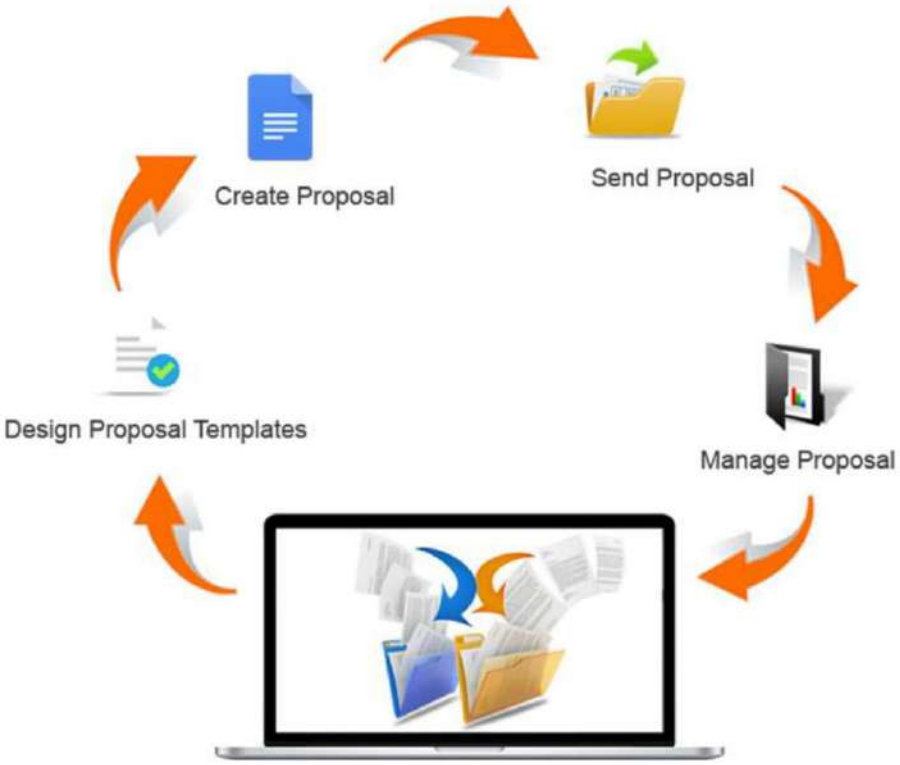
Communication Management

Through this feature one can create and keep track of communication between parties and maintain proper record and repository of the same with exact role based logs.

Proposal & Quotation Management

Now you can design, create and send your commercial proposal to your prospects and clients directly from the system. In this section you can make the proposal of your organization's template and send it to the manager for the approval. Once approved, the proposal will be ready to be sent on the registered e-mail id of the prospective customers.

- Design proposal templates
- Create commercial proposals.
- Send the desired proposal to the respective party.
- Manage proposal history and logs.



This is a Cloud Based Sales CRM System with Single Sign on Model

GrowthFactor CRM *is a complete cloud based solution with SAAS (software as a service) model.*

- Easy to use.
- Easy Accessibility.
- Interconnected Services.
- No Installation Required.
- Pay-as-you-Go.
- 100% secure and scalable.
- Anywhere, Anytime, Any Device.
- Role Based Accessibility.
- Highly Cost effective & Affordable.

Expense Tracking and Approval

Here you can track expenses of your sales team members. Sales person can submit their day-to-day expenses as per the company policy and it can be approved or go on-hold by their respective manager and team leaders.

- Fill the expenses & Attach the scan copy of receipts
- Get it approved by the manager
- Check your wallet balance
- See your transaction history
- Management can see individual employee profitability

Tasks & Appointment Management

Task management is the process of managing a task through its life cycle. Task management can help either individuals achieve goals or groups of individuals collaborate and share knowledge for the accomplishment. Tasks are also differentiated by complexity, from low to high.

Effective task management requires managing all aspects of a task, including its status, priority, time, human, alerts, notification and so on. These can be lumped together broadly into the basic activities of task management. Managing multiple individual or team tasks may require specialized module.

- Manage tasks as per their priority levels.
- Get early morning task alerts & e-mail notifications to individual team member.
- Here you can define tasks to be completed for each lead & opportunity.
- Detailed task completed and pending reports to both manager and individual.

Service Ticket Generation

This module is used for generating service ticket number or complaint registration from any customer.

- Creating Service Request Number
- Assigning ticket number to field service engineer
- Tracking open/close status
- Attach snap shots if needed
- Manage Customer Satisfaction
- Taking out reports

Cloud Telephony

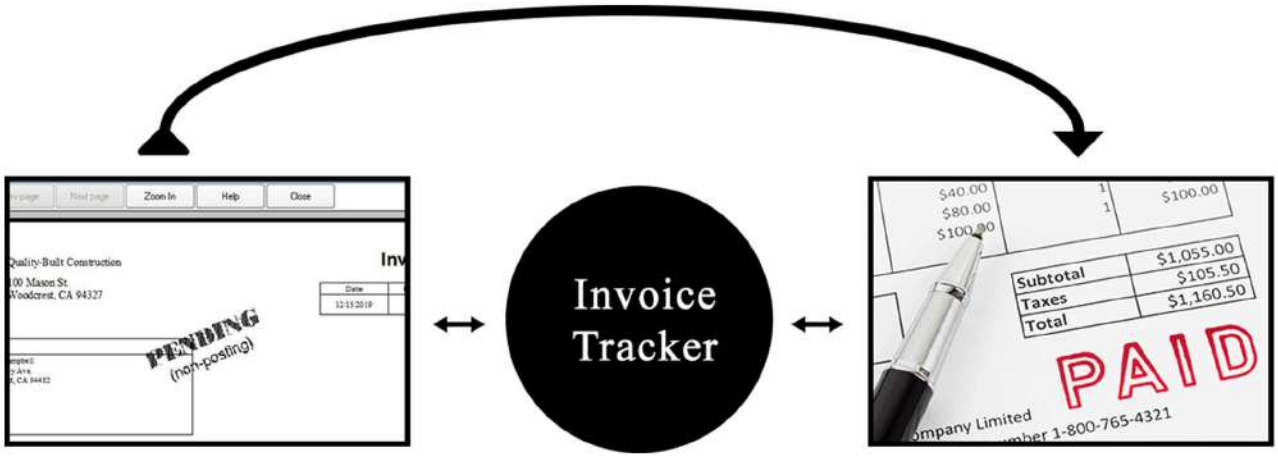
This feature is additional, optional & payable (3rd party API integration) where the GrowthFactor CRM has direct integration with leading cloud telephony solution provider.

- Toll Free Number
- IVR solution
- Virtual Number
- Inbound & Outbound Calling Service
- Call Recording & Play for quality purpose
- Text Marketing Solution
- Analytics

Invoice Recording & Tracking

This feature will not generate invoice but is to record and track invoices generated against each customer account and closed-won opportunities. Here you can:

- ✔ Record Invoices
- ✔ Keep Invoice copies for reference
- ✔ Track status as Pending & Paid
- ✔ See Analytics on Dashboards

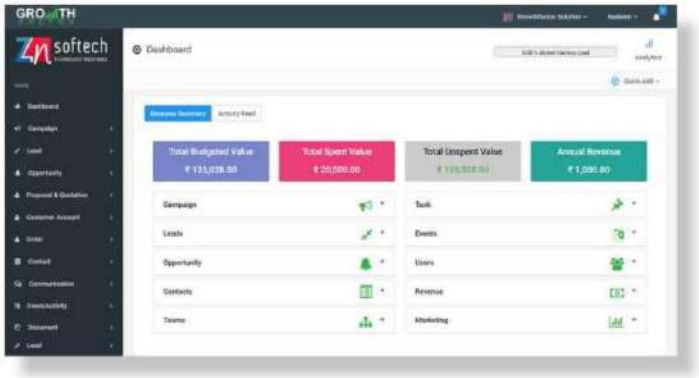


Our Inbuilt Unique Propositions

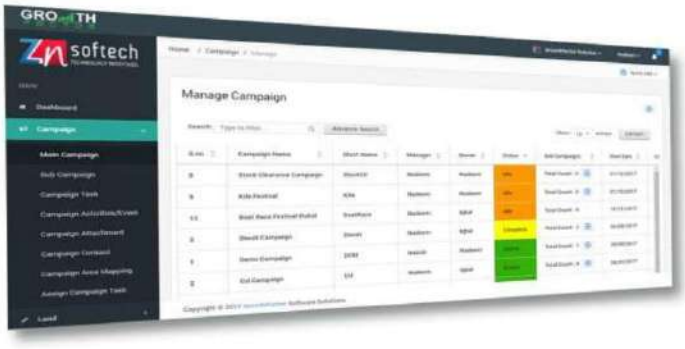
- Multiple Businesses Monitoring by a Single Login
- No. of Management Analytical Dashboards : 3
- No. of Strategic Business KPIs : 90+
- No. of Auto E-Mails & Notifications :130+
- No. of Inbuilt Reports : 80+
- Advanced Data Filtration & Export Functionality
- No. of Time Zones & Currency Compatibility : All
- Role Based Inbuilt Approval Mechanisms
- Management can see Individual Employee Profitability
- Data Handling Capability : Unlimited
- System High Availability : 99%
- Data Security : 100%
- Data Encryption : 256 bit Encryption SSL
- Cloud Space Scalability : Unlimited
- Mobility : 100% on Any Browser, Any Device
- No. of Simultaneous Users : Unlimited
- No. of Currency Supported : All
- GF-Office Mobile App for Attendance & Tracking

System Highlights

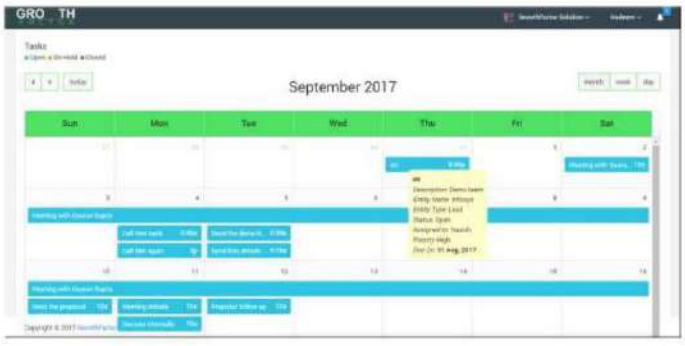
Analytic Dashboard



Management Dashboard

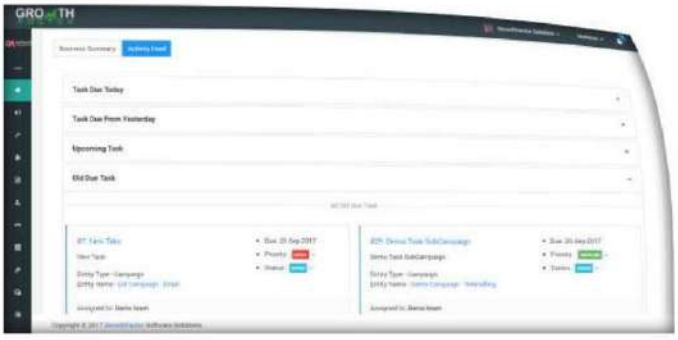


Campaign Management



Task Calender

Report Management



Activity Feeds

Our Clients

** partial list...*

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