

Monthly Newsletter

Empowering you with information that matters

February 2025



Knowledge Byte

Importance of Customer Relationship Management (CRM)

CRM software is a tool that helps businesses manage customer interactions, track leads, automate workflows, and analyze data to improve relationships and drive sales.

It centralizes customer information, making it easy for teams to access contact details, purchase history, communication logs, and support requests. A typical CRM offers features like email automation, sales pipeline tracking, and customer analytics to enhance productivity and customer satisfaction.



Scan to know more



KEY PROJECT



A capital equipment manufacturing company located in Mumbai, is encountering challenges related to customer communications. Being in a Made-To-Order(MTO) kind of manufacturing and assembly, the lead time to order booking is very high. Company is facing an acute problem in tracking all the communications manually.

Intervention

- A SAAS based CRM was customised as per the need of the client. Its on ground implementation and training was overseen by Dexian team.

Outcome

- Robust implementation of CRM tool
- Now CRM has become a single tool for all sales conversations, reports and dashboards.



Why is Ramazan important for business?

Ramadan, also known as Ramazan, is the ninth month of the Islamic calendar and is regarded as a sacred period of fasting, prayer, and devotion. During fasting hours, Muslims abstain not only from food and drink but also from any actions considered sinful in Islam. Many Muslim business owners make an effort to settle their debts during this month, seeking Sawaab, the spiritual reward earned through good deeds and acts of piety.

Experience the power of flawless strategy implementation!

[CONTACT US](#)