

CapCRM

CRM Snapshot

- Created: 2008
- Customer Profile:
 - Small & Medium Enterprises
 - Non-profit organizations

Features

- Marketing Automation
- Sales Automation
- Activity Management
- Customer Support & Service
- Reports & Dashboards
- Security Management

Benefits

- Feature rich, Reliable & Affordable
- High availability & Real-time backups
- Web & Mobile Based
- Easy extensible and customizable
- Pay as you go & no commitment
- No setup and IT cost
- 24 by 7, round the clock support
- Software as a Service

Global Headquarters

- 1861 Old Meadow RD #203
McLean, Virginia, USA 22102
- Phone: 001 - 571.213.3245
- Email: info@capminds.com
- Web: www.capminds.com

India Headquarters

- 12, 1st Pillayar Street, Ekkaduthangal,
Chennai, INDIA – 600 032
- Phone: (91) – 988.484.5479

Technology Delivery Center

- 46/7, Ayyappa Nagar, NGO 'A' Colony
Tirunelveli, INDIA – 627 007
- Phone: (91) – 984.012.3523

CRM PROFILE

CapCRM is a full-featured CRM suite with reliable quality of service and affordable operating cost, ideal for small and medium businesses. CapCRM is offered as SaaS (Software as a Service), no local servers and IT support is required.

It is web & mobile based and easy to manage customer relationship activities On the GO.

Marketing Automation

CapCRM provides Campaign Management, E-mail Marketing, Online Lead Forms specifically useful for your organization-wide marketing requirements.

- Campaign Management
- E-mail Marketing
- Lead Management

Sales Automation

Sales Automation is an important CRM function that streamlines and enhances the operations of Sales team.

- Opportunity/Potential Management
- Account Management
- Contact Management
- Quote Management
- Saleorder Management
- Invoice Management

Activity Management

CapCRM provides features to plan and track presales, sales and post-sales activities in a systematic approach as follows

- Add all important customer-related e-mails to CapCRM for quick reference in future
- Store all the details of customer meetings and calls in an intuitive calendar
- Manage daily tasks of the CapCRM users to have a streamlined sales process

Customer Support & Service

CapCRM provides enterprise quality Customer Support & Service features, such as Ticket Management, Customer Self Service Portal, Reports, and Support Statistics specifically useful for your organization's customer support force.

Reports & Dashboards

Reports & Dashboards provides executive view of Marketing/Presales, Sales, Customer support/post-sales activities. It also serves as decision support system for higher level management to perform analytic and informed decisions

- Pre-build reports for sales automation
- Sales pipeline analysis by stage
- Monthly Sales pipeline analysis
- Sales opportunities by lead source
- Drill-down the dashboards by time and opportunity stage

Security Management

CRM supports advanced security management functions including roles, hierarchies, profiles and groups. This enables flexible access control to view and edit functions based on role, management hierarchy and group membership

Partial Client List

NewbrookeMedia, Inc (Research & Media company) - <http://nbp.capminds.com>
 PotomacCraftsCenter, LLC (Art & Craft online store) - <http://pc.capminds.com>
 SommetsetStarGazers (non profit astronomy club)– www.ssgclub.org
 MontgomeryTherapyAssociates (Healthcare firm) - <http://pt.capminds.com>
 HowAdorable (kids & women clothes online store) - www.howadorable.com
 SimmonsLaneNorris (Law firm)- <http://lawfirm.capminds.com>