

# VCRM StoryBoard

“Tunes” is a company in Mumbai, India, dealing into mikes & speakers. Mr. Mahesh Joshi owns the company. Mr. Joshi is a technical person with a great liking for music. He has his own unit where mikes & speakers are produced. This way he has two good quality products which he wants to sell at reasonable price.

His dream was to see his products being successfully used in different industries. For that he keeps on thinking different ways of getting quality leads. He has a good team working with him.



For every month he experiments different ideas for lead collection. He calls it as “Campaigns” First he plans his campaigns so well that he gets number of leads through that. He takes part in exhibitions, gives advertisements in newspaper/local TV channel etc. Besides that he gets some more leads through references of satisfied customers his friends and other local inquiries. He feeds all the information in an excel sheet which he can easily import in his CRM.

His best friend John has helped him in his business right from the beginning. John has all the time worked from New York which is his home town .This way “Tunes” has two branches in the two different countries. The CRM system that is being used at both the offices does not make them feel that they are at distance from each other. They can easily access the details from CRM as it is a web based application.



With different campaigns “Tunes” has got the names of number of companies & organizations that can be their customers. Mr. Joshi calls them as Accounts. He keeps on adding accounts as & when he gets information about them. He also keeps on editing the Account details as & when required. The total number of Accounts is so big for any one person to handle. So he has assigned many accounts to John. John has his team working with him. So he has reassigned them in turn to his subordinates.

E mail marketing is a very popular way of contacting these days. It saves your time and money. You can say a lot in a short mail. At Tunes they use this e mail marketing method to give product information to different companies. The mail has some links and sometimes attachments which are easily sent. The mails can be sent in bulk at a time without creating any problem. This is mass mailing.



Mr. Joshi likes to send the links of the Product demos to companies & he can track the email ids that clicked the demo link. This gives him a better idea of who is interested in the product. He can send mails to business contacts for giving best wishes at some festivals or birthdays.

The company has a team that makes cold calls to Prospective customers. The output of the same can be recorded in his CRM This way it maintains the total history of every Account. The responses of the prospects towards mails, phone calls, fax, physical mails & meetings can be easily saved & referred to when needed.

From the New York office John keeps doing the same customer follow up with his team.

This CRM being a web based application anybody can view the details that they are allowed to from anywhere in the world where there is internet access.



Tunes is a growing company & it is successfully reaching the monetary targets too. The CRM system that is used at Tunes creates and sends quotations, invoices to customers considering the discounts .It also sends reminder mails to those customers who have yet to pay. Because of this facility Tunes has very less no of debtors .

The different types of Reports that can be accessed through his CRM are of great help to his company. With a click he or anybody who has the access rights can see who all have showed interest in the product. Which media proved to be more useful in getting the views of the prospects? Which campaigns gave useful database & so on.



All this has helped him expand his business. Now he is planning to start a new branch office in London.

The best thing about VCRM is that it is customizable as per his requirements. He has no botheration about his data security because the data is very safe on VCRM server. Regular database back up is taken. So he can fully concentrate on his business development.

Do you think you should also start using VCRM?