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FIRST FLOOR, MUSEUM HILL CENTRE
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jseCRM – Corporate Edition

jseCRM Software Solution is a Web-Based Multi-User Customer Relationship Management (CRM) Software Solution for medium to large corporate organisations.

Customer Relationship Management (CRM) is a holistic corporate level strategy which focuses on creating and maintaining lasting relationships with its customers.

jseCRM Software Solution helps companies manage their Sales Force, Marketing and Customer Support departments for critical Analysis & Reporting, Operational and Decision Support in Customer Relationship Management through Automated Collaboration.

jseCRM Software Solution is Easy to Use, Integrated, Modular, Flexible, Scalable, Supports Multiple Communication Channels, Database Driven and Protects Customer Privacy.

jseCRM Software Solution helps companies

1. Identify Customer Behaviour and Device appropriate Service Strategies.
2. Provide Fast Mechanisms for Managing and Scheduling Follow-Up Sales Calls and/or Meetings.
3. Assess Repurchase Probability, Repurchase Times and Frequencies.
4. Provide a Mechanism to Track all Points-of-Contact between a Customer and the Organisation.
5. Help Identify potential Problems Quickly and before they Occur.
6. Provide a User-Friendly Mechanism for Registering Customer Complaints, Complaint Resolution, Correcting Service Deficiencies, Scheduling Maintenance and Repair, On Going Support.

jseCRM Software Solution comprises of the following modules:

- **General Module**
- **Sales Force Automation Module**
- **Marketing Automation Module**
- **Customer Support Module**
- **Analysis & Reporting Module**
- **Collaboration Tools Module**
- **Additional Modules**

GENERAL MODULE

User, Group & Access Control

- jseCRM Software Solution enables system administrators to assign different rights to specific users. For Example Analysis & Reporting, Account Management screens are only available to those assigned those rights.

Employee Information

- Basic employee information such as name, contact information, department, role are captured.
- Corollary information such as Next of Kin, ID/Passport No's can also be stored.

E-Mail Messaging

- jseCRM Software Solution includes an integrated E-mail messaging client that allows users of the system to communicate via email without having to leave jseCRM Software Solution.

Integrated Group Calendar

- jseCRM Software Solution includes an integrated group calendar application that allows its users to schedule calls, meetings, appointments. This calendar is available to all users of the system.

Document Management

- jseCRM Software Solution includes a comprehensive electronic document management system. This is integrated with user and group access control so that only those authorised are able to view the said documents.

SALES FORCE AUTOMATION MODULE

Opportunity Management

- Register, Qualify and Track Opportunities.
- Share Opportunity Information across Individuals and Teams.

Account & Contact Management

- Account & Contact Registration & Status Update.
- Share Account & Contact information across Marketing, Sales and Customer Support departments.

Team Management

- Define & Manage Teams based on Market and Customer needs.
- Assign Leads to Teams based on Expertise and Existing Relationships.

Quote Management

- Assign Quotations to particular Accounts.
- Use Document Management Module to digitally store Quotations.

Sales Administration

- Product and Service Requisition through Order Placement.
- Track Order Status.

Customer Behaviour Tracking

- Track Customer Preferences, Buying Habits.

MARKETING AUTOMATION MODULE

Lead Management

- Register, Qualify and Track Leads from multiple Campaigns.
- Assign Leads to Sales Representatives.
- Share Lead information across Individuals and Teams.

Campaign Management

- Register, Execute and Monitor Campaigns.
- Prospect to Lead Conversion.

Email Marketing

- Design and Manage Email Templates for Pitching.
- Send Marketing Emails Directly.

CUSTOMER SUPPORT MODULE

Help Desk

- Trouble Ticket Management.
- Complaints, Product Returns, Assignments, Incidence Frequency, Tracking.

Product Information

- Information Requests and Follow-Ups.
- Marketing Campaign Integration.

ANALYSIS & REPORTING MODULE

Customer Segmentation

- Segment Prospects and Customers based on Industry, Channel, Lead Source, Locality or other attributes.

Campaign Effectiveness

- Track Campaigns based on Campaign Type, Account or Industry.
- Benchmark Campaign Effectiveness based on direct mail, phone, trade shows and email.

Customer Satisfaction

- Track Resolution times across Accounts and Representatives.

COLLABORATION TOOLS MODULE

Activity Management

- Schedule and Assign Calls, Meetings to Sales Representatives.
- Utilise Group Calendar Module.

Project Management

- Assign Projects, define Estimated Effort, Timelines & assign Project Tasks to individuals.
- Monitor Project Status.

ADDITIONAL MODULES

Branch Management & Data Exchange Integration

- Automated Branch Integration & Management through Remote Access
- Automated jseCRM Data Exchange Between Various Branches & Head Office

Remote Access

- Dial-up into jseCRM Software Solution from remote locations and when travelling
- Utilise W.A.N Capabilities for external Branches Integration

Mobile Access

- Interact with the jseCRM Software Solution using your smart-phone or PDA.
- Requires Either On-Demand-Hosted Solution or VPN Channel Capabilities.

Business Continuity & Disaster Recovery Strategy ADD ON

- Entry Option - Tape & Hard-drive Replication, Manual Switch Over
- Small Business Option – Data Server Replication to J.S. Engine Data Center, Manual Switch Over
- Enterprise Option – Clustering, Automated Switch Over
- J.S. Engine Ltd. Host & Service Monitoring Software Included

J.S. Engine Ltd. Annual Software Maintenance Plan

- Free Email & Telephone Support (8AM-5PM, MON-FRI)
- 2 On-Site Support Visits per Month.
- Software Updates, Bug Fixes & Security Patching
- Virtual On-Site Support via Remote Access (Where Applicable)
- Nightly Off-Site, Encrypted Tape backups for Disaster Recovery

Software Licensing Options

- Software Leasing Agreement with Buy-Out Plan after 1 or 2 years.
- Outright Multi-user license Purchase.

DEPLOYMENT MODELS

On-Demand-Hosted Solution

- J.S. Engine Ltd. will host jseCRM Software Solution on its servers on the Internet.
- Monthly Software Leasing Fee Applicable.
- Accessible from anywhere in the World.

On-Premises-Hosted Solution

- jseCRM Software Solution installed and commissioned in Customer Premises.
- Software Leasing or Outright Purchase Options Applicable

For more information please contact.

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