



Bangalore  
- INDIA

# About Abhiyaan

## *Pillars of our business*

- Working from Sunrise to Sunrise.
- Being very productive.
- Support our client deliver the best to their customers.

## *Our Snapshot*

- 10 years of existence
- Senior professionals with 20+ years of experience in CRM, Loyalty for software development
- Strong Global Partner network
- Presence in over 5 countries
- 100+ happy clients

## *Industries served (B2B/B2B2C/B2C)*

- Retail, FMCG E-commerce
- NGO
- Events
- Hospitality
- IT, BFSI
- Healthcare and Pharma

## *Our Values*

*Empathetic | Diligence | Consistency | Dependability | Proactiveness | Dynamic*

We believe in working towards uplifting and helping our partners, to create a seamless and enriched experience.

# Some of our dynamic and powerful technological solutions



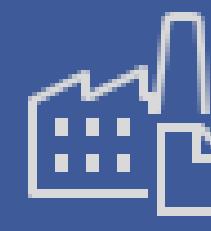
CRM  
**(360\* Customer view)**



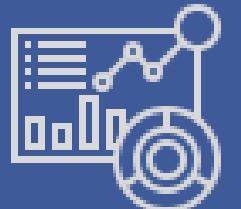
Loyalty Programs  
(Configurable, Custom built)



Direct Marketing



Chatbots **Chat, WhatsApp, FB Msgr etc**  
Instant Automated replies **ONLY**



Business Intelligence



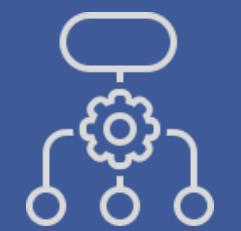
Sentiment Analysis



Inside Sales



Performance Management **(HR)**



Project Transitioning



Other Specialized Solutions

# Power up your business efficiencies

Relationships built better with solutions that reduce clutter!



- ***Customer Relationship Management***

Personalized customer engagement driving intelligent customer experience.

- ***Loyalty Programs***

Smart programs that inspire increased customer loyalty.

- ***Target Marketing***

One-to-one response-to-communication.

- ***Customer Sentiment Analysis***

Gauge customer conversations and drive Online reputation management.

- ***Sales Force Automation***

Thriving sales team performance with automated sales process management.

# Power up your business efficiencies

- *Project Transitioning Solution*

Smart Automation paves way for Smooth Transition.

- *Performance Management System*

Gamified Performance evaluation.

- *Inside Sales*

Foster a data-driven process to handle remote sales process. enormous

- *Chatbots* Chat, WhatsApp, FB Msgr etc

Interactive 24/7 digital employee, focused on Instant Automated replies ONLY

- *Business Intelligence*

Map, Monitor, Manage and Measure your data insights with powerful visualization solutions.

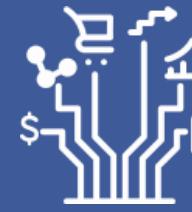


# CRM Overview



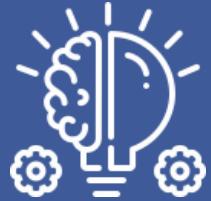
## Lead Management

- Enhanced customer acquisition.
- Improved lead tracking and data extraction from various sources.
- Generate and manage qualified leads.
- Higher Conversion Rates.
- Enhanced sales process and interaction tracking.



## Sales process management

- Greater sales efficiency= Increased Sales.
- Scheduled follow-ups and increased engagement with prospects.
- Enable Sales force tracking
- Chances of creating opportunities based on data insights.
- A structured process to start and close a sale.



## Campaign Management

- Targeted and improved communication.
- Scheduled, automated marketing campaigns via emails for various purposes.
- Campaign reports and analysis.
- Plan, create, manage, organize, and track campaigns the success of each and every campaign.



## Loyalty Management

- Increase repeat sales by actively engaging with the customers.
- Capture data and insights about customers to build customer communication and experience.
- Build, retain and maintain healthy relationships with customers.
- Improves overall brand perception and image.

# CRM Overview



## Database Management

- Map, Monitor, Manage and Measure your customer-related data.
- Capture data and behavioural information of customers from interactions, fill-out forms, purchase histories, campaign responses, etc
- Equips users with better insights and improved decision making.



## Analytics

- identify patterns or trends in the market, for greater opportunities.
- Keep track of and assess the customer data, journey and engagement metrics.
- Equips organization with a deeper customer understanding and better integration of marketing, sales, and customer service functions.



## Customer service

- Improved communication and marketing.
- Data backed decision making and improved results.
- Improved ticket management.
- Healthier and long-lasting customer relationship.
- Proactive servicing and improved quality of offerings.



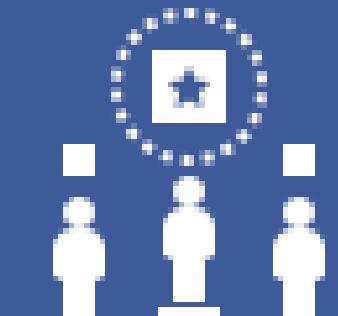
## Consulting

- Program Management Support.
- Designing loyalty programs.
- Processes that ensure seamless flow of information and quality offerings.
- Proactively planning and assessment.

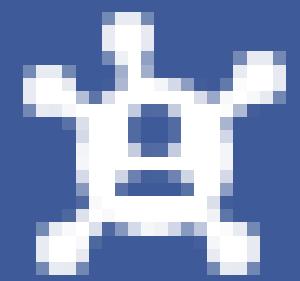
# Benefits



Acquire New  
Customers



Differentiate vs.  
Competition



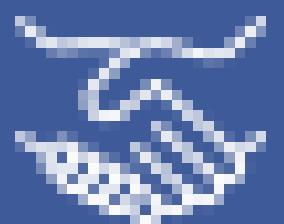
Gain Customer Insight



Retain Customers



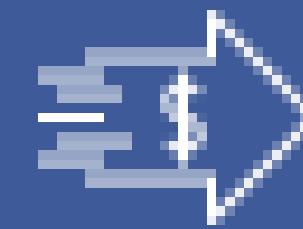
*Increased Revenue  
&  
Customer experience*



Build Relationship



Target  
Marketing Communication



Increase Speed  
& Frequency



Build  
Brand Loyalty

# Loyalty Programs Overview

A loyalty program is intended to create repeat customers and increase customer lifetime value for your business.

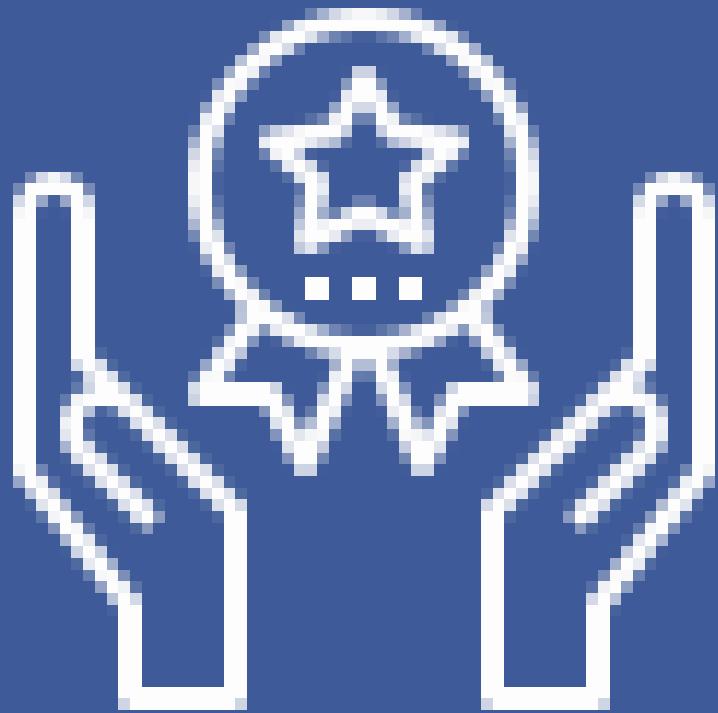


Launching loyalty programs with the right strategies is a powerful way to motivate purchase decisions, increase conversion rate and drive revenue and enhance customer life cycle!

The most effective loyalty marketing programs are strategic and offer fun, easy to understand and desirable rewards systems that help incentivize customers to shop, as well as to become advocates for your brand.

# Benefits

Research shows us that a customer who signs up to your loyalty program is 47% more likely to buy from you again. And when 80% of your business will come from just 20% of your customers, you can see why it pays to invest in – and reward – Customer Loyalty.

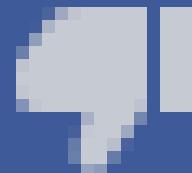
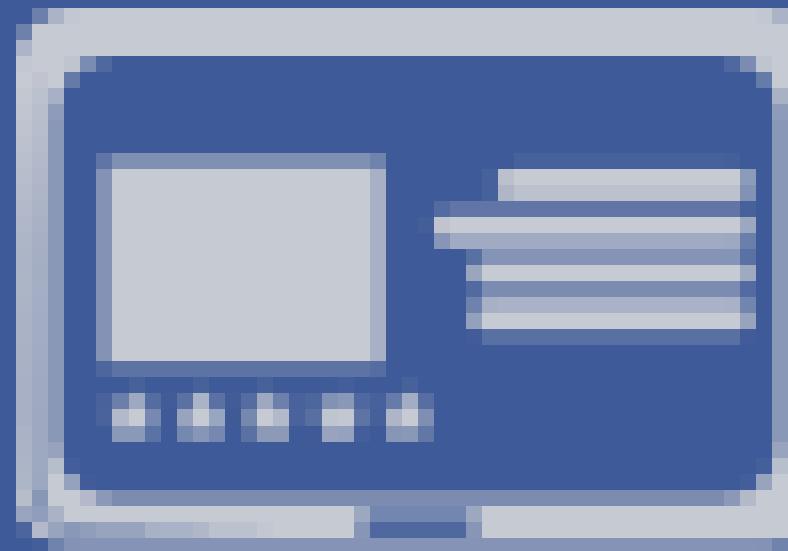
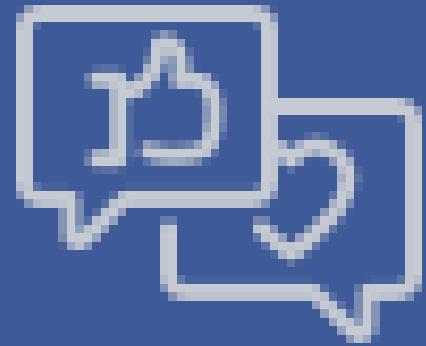


Why should V-Star implement a good loyalty program-

- Go beyond Price-Based market competition
- Enhanced customer retention
- Increased Customer Lifetime Value
- Stronger and more connected Customer Relationships
- Enriched customer engagement and communication
- Create strong Brand Advocates
- Rewards & Recognition for Loyalty

# Customer Sentiment Analysis Overview

Finding out negative comments, can be extremely taxing when there are 100s and 1000s of feedbacks and reviews on multiple social platforms.



Customer Review Management or Sentiment Analysis tool is an essential tool to monitor and understand that sentiment behind the customer feedback. Gauge brand sentiment on social media, in real-time.

Sentiment Analyses tool analyzes the polarity of the feedback.

It can be trained to identify the sentiment based on the context and content.

It sorts the sentiment behind reviews, and conversations so brands can take faster and accurate decisions. Brands can detect and respond to disgruntled customers.

# Outcomes & Benefits

The Customer Review Management System helps an organization to understand and address the issues customer face with the current offerings and service.



- ✓ Process Improvement
- ✓ Marketing Strategy
- ✓ Product Enhancement
- ✓ NPS & CSAT
- ✓ Brand Recall
- ✓ Customer Loyalty

# Sales Force Tracking Overview

Manage, track and monitor the organization's sales force efficiency with the help of a simple yet powerful software automation solution.



Ensure the field forces' productivity and optimization and Improve your sales results with actionable insights with an automated and mobile tracking solution

- Set individual target calls per day. Evaluate whether the targets have been achieved.
- Enables Sales Manager to monitor the quality of interaction between sales reps and customers
- Monitor and evaluate the nature of the call and raise objections, if any
- Receive and evaluate the customer feedback

# Benefits

Automate task setting, sales sequence and schedules for your sales force.

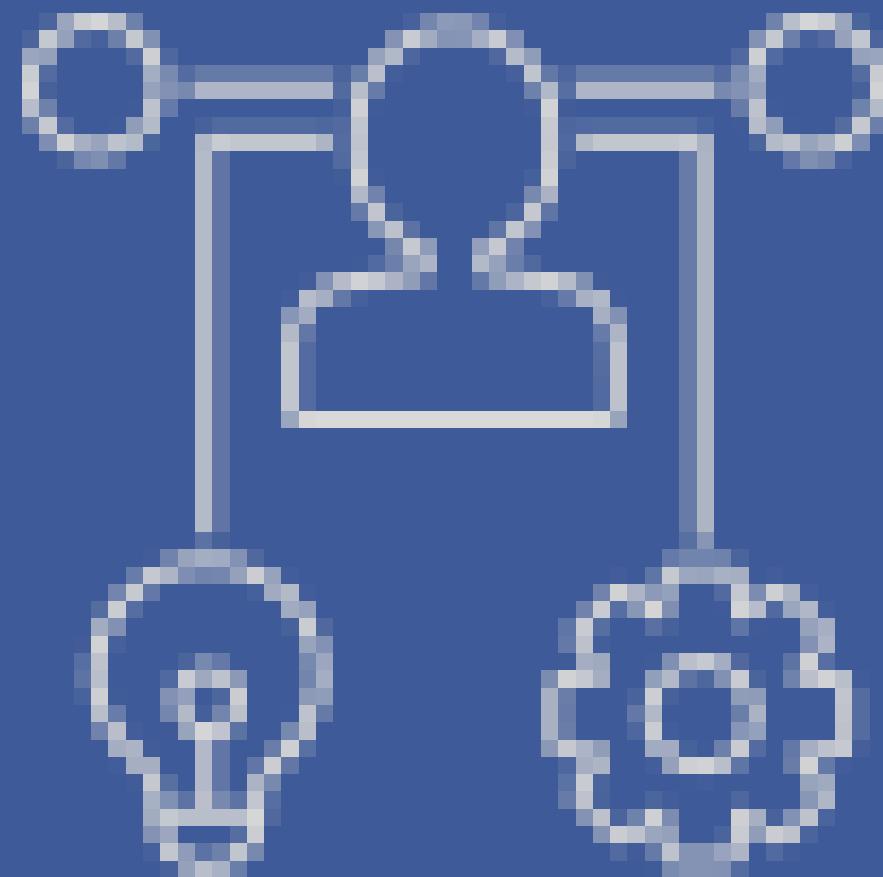


Set team and individual goals and targets, monthly, quarterly and annual.

Effective task delegation and feedback by senior organizational members, as a result of careful monitoring and evaluation of process and personnel.

Sales Managers can use this to coach their reps in field and measure their competency levels, against set standards

# Performance Management System Overview



Organizations should focus on enhancing the individual employee's actions performed, through-

- Proper planning,
- Motivation and development,

Ensuring that performance is actually delivered and results achieved strategic alignment of individual and team goals.

# Benefits

Performance Management is gamified with a system that

- Rewards employees with specific points each time a target is achieved.
- They put in the right amount of effort into their work to achieve individual as well as team goals.
- Assure employees that their contribution towards the organization is of utmost value & their efforts will be duly rewarded.



Performance Management System ensures a systematic approach to enhancing the performance of the employees and drives meaningful and data-driven performance conversations.

# Target Marketing Overview

Target marketing has a strong presence. It enables organizations to create opportunities to build targeted communications and interactions with its audience, and allows for greater control over the narrative. This, in turn, makes it an effective way of reaching the audience at large.

## Benefits-

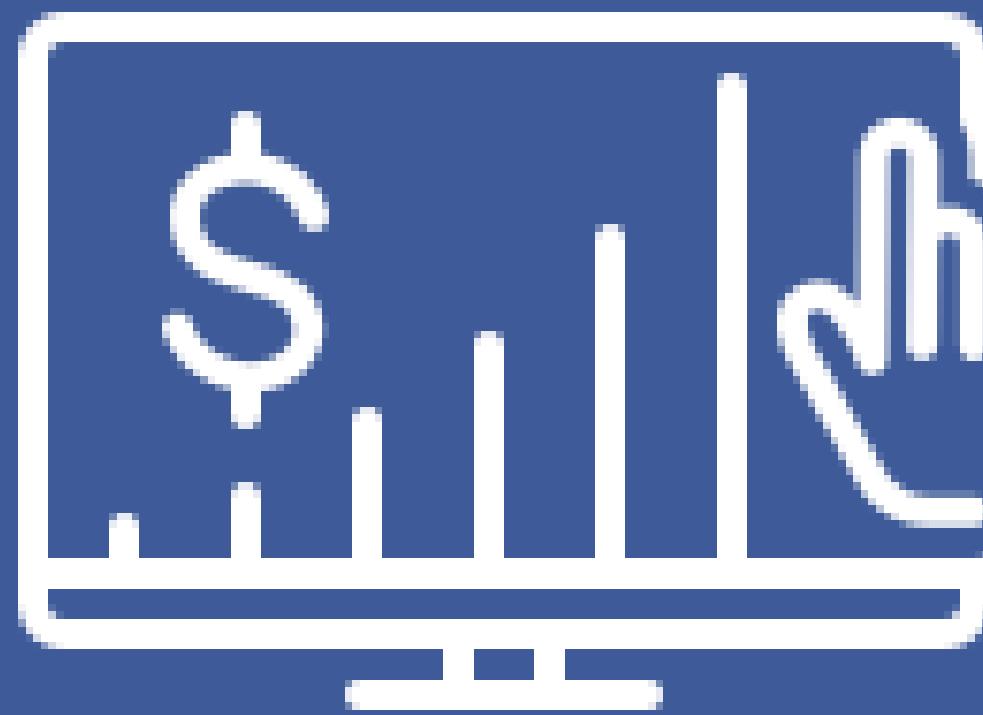
- Leverage Targeted communication and engagement to create deeper emotional relationships with customers.
- Well- drafted target marketing strategy helps you reach out to your specific audience, on a budget, with realistic goal setting.
- Leverage Target marketing to add a touch of Personalization to your marketing communications.
- Consistent and timely communication with the audiences allows for re-establishing healthy customer relationships and paves way for increased sales.
- Enhanced Customer Experience drives increased customer loyalty



# Inside Sales Overview

A study revealed when leveraged, inside sales reduces cost-of-sales by 40-90% relative to field sales, while revenues may be maintained or even grow.

Tailor an optimum process for Data driven Inside Sales process



Benefits of Data-driven inside sales process includes-

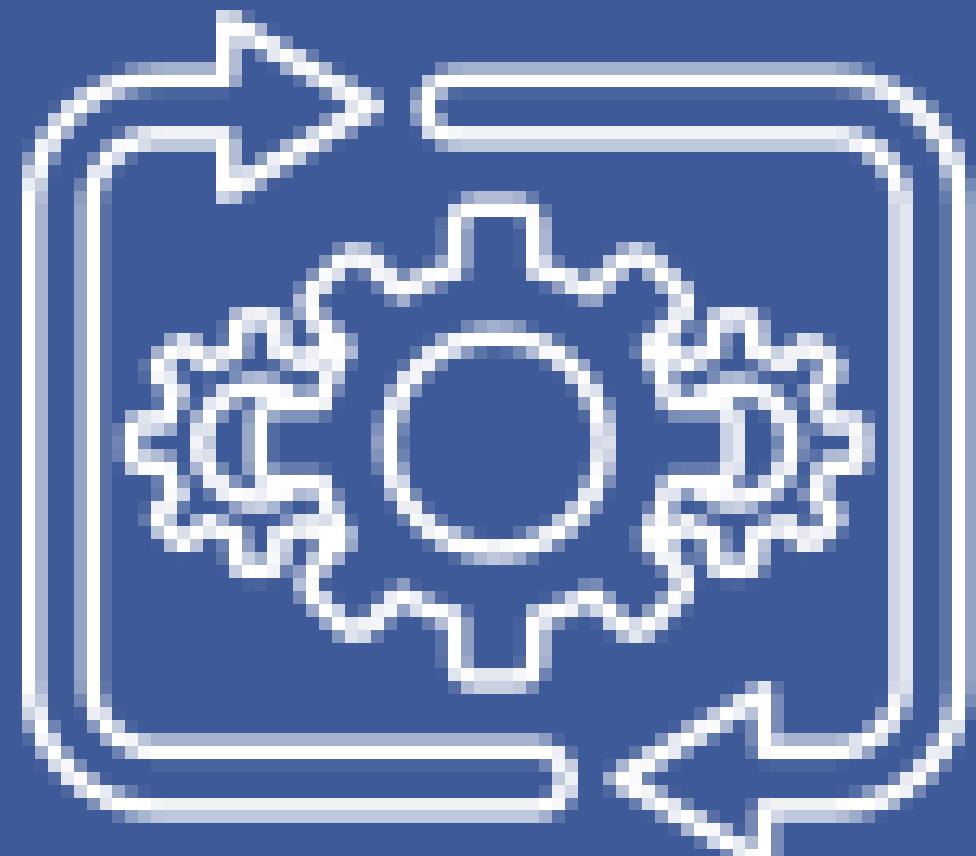
- Reduced sales force cost-per-contact and increased number of contacts per day.
- Greater access and faster response times for customers.
- Increased effectiveness by specializing inside salespeople by industry, product or activity.
- Establish consistency with data-driven insights on sales metrics.
- Develop benchmarks and KPIs based on historical data.

# Business Intelligence Overview

BI solutions enables organizations to simplify complex data through powerful data mining and visualization tools and software.

Here are some benefits of BI solutions-

- Identification of and focus on areas of improvement through increased process visibility.
- Get real-time reports and save cost of time and resources., by streamlining redundant activities. Reduce dependency with self-service reports
- Leverage the power of BI to gather insights from data in any form, from any source.
- Set performance benchmarks and identify your key performance indicators based on historical data.
- Perform analytics at ease with built-in data science
- Data visualization provides bird's eye view on the organizations performance through features like dashboards and scorecards, facilitating ease of decisions based on facts.



# Why choose us?

- **Solutions that don't cost a fortune**- We provide solutions that address your business needs, more importantly solutions that get the job done cost-efficiently.
- **More than just a technology partner**- When you choose us as a technology partner, we understand that you're entrusting a very crucial part of your business. Hence, we make sure to provide a seamless experience, quick implementation and turnaround and proactive value-added services.
- **Small details, big success**- We pay attention to every detail. We believe in taking smaller calculated steps towards better results through accuracy and consistency.
- **Quality is top priority**- When you choose us, you will realize the benefit of our years' experience being in the industry. Right from the solutions to the experience we want nothing but the best for our customer.
- **Personalization**- When done right, personalization enables you to thrive. Right from the moment we interact, your problem is no longer just yours, we ensure that at every step of the way we provide value unique to your journey with us.
- **Broad range of skills & experience**- At any moment a business challenge is presented, we have a dynamic customer success team collaborating to address those business needs and ensure customer happiness.

Abhiyaan will make you look in front of your customers.  
Find out how!

Please visit & write to us @

<https://www.abhiyaanconsulting.com/>

vinayak.pai@abhiyaan.online | +919920765419

Bangalore - I N D I A