

The background features a light blue color scheme with various data visualization elements. On the right side, there is a circular gauge chart with a needle pointing towards the top, and numerical values 207.70, 24.27, and 18.92 are displayed. A network diagram with interconnected nodes is also visible. In the center, there are several overlapping blue shapes, including a large '0' and some abstract forms. The overall aesthetic is clean and professional, representing a business or technology theme.

ZENCRM BUSINESS LINE

The complete CRM solution for the management of the entire sales process

interzen[®]

**Microsoft
Partner**

Streamline sales process, manage clients, control your sales pipeline.

CRM apps help having a shorter and simpler sales process, also focusing on clients relationship and the different sales stages framing their portfolio; that is what companies really need to improve their chances in customers converting.



CHALLENGES

Services, manufacturing and medical devices are the first business sectors where ZenCRM was chosen as a precious tool to improve business relationships and ease sales processes. ZenCRM is the cornerstone for sharing a common approach to sales in companies.

IDEAL SOLUTION

ZenCRM is the complete tool based on the Lead to Cash process for the seamless management of the entire sales process; just one single tool stretching from lead generation to invoice collection, up to customer care activities.

DESIRED OUTCOMES

ZenCRM aims at saving time automating marketing processes. It also offers a complete and optimized management of the sales process, thus improving business performance and sales. Finally, with its customer care feature, ZenCRM helps retaining existing customers.



ZenCRM

ZenCRM

ZenCRM is the integrated Customer Relationship Management solution that is part of the broader Suite of ZenShare solutions.

A complete tool based on the Lead to Cash process for the management of the entire sales process with only a single tool and seamlessly: from lead generation to invoice collection, up to customer care activities.

1

INTEGRATED MARKETING MANAGEMENT.

Save time automating your marketing processes. An advanced set of features for the management of the marketing automation process.

2

SALES PIPELINE MANAGEMENT.

Improve business performance and increase sales. Sales Automation features for the complete and optimized management of sales process.

3

CUSTOMER CARE MANAGEMENT.

Providing a more accurate service helps retaining existing customers. Specific features for Case Management and Trouble ticketing.

ZenCRM & Microsoft Azure

ZenCRM is a web application provided as SaaS. Therefore, data protection and information security become crucial. This led Interzen to select Microsoft Azure, one of the best Cloud Service Platforms actually available on the worldwide market.

PERSONAL DATA

ZenCRM can be configured to manage both personal and sensitive data.

SMARTWORKING

ZenCRM can be accessed by different devices (laptop at the office, PC at home, tablet in events).

CYBERSECURITY

Microsoft Azure complies with the widest range of legal and regulatory standards in industries and geographic areas.



Customer success: Convatec gets an all-in-one CRM to manage all its different business areas.

ZenCRM is made of a series of modules and new functional Customer Relationship Management areas in order to meet increasingly specific needs. This customer success case addresses peculiar needs and goals from the medical device business.

Case Management and relationships with patients

Management of requests from patients who already use one or more products: thanks to the warehouse management, ZenCRM manages also request and shipment of product samples. Finally, ZenCRM will keep track of all relationships with patients.

Management of tender invitations with the integration of product catalogue

Speed up and automate the generation of tender documents needed to join tender calls by local health authorities. One or more product lots can be booked from the product catalog: the final document contains description of the chosen products, unit prices, total and discounts applied.

Management and reporting of the activities carried out by Medical Reps

ZenShare Suite monitors all visits that medical representatives make to their customers throughout the national territory. Each medical representative has its own area and its list of contacts and customers to care for.

Customer success: ZenCRM for export and business internationalization.

ZenCRM is the tool to help the consultancy firm manage relationships with its direct customers and simultaneously promote products and develop new business relationships with new customers on behalf of its own direct customers.

Better communication with leads and customers

ZenCRM manages multi-channel marketing campaigns, a better focused allocation of resources, more effective planning and a more precise measurement of performance.

Generate new business opportunities

ZenCRM offers optimal management of leads and customers from an export perspective, tracking and monitoring of business opportunities, a more streamlined and transparent management of orders, contracts and invoices.

Improved efficiency and quality of work for export managers

ZenCRM provides a precise reading of the situation from an operational and strategic point of view, offering advanced tools to act with full knowledge of facts, in order to optimize time and economic resources.



Contact us for ZenCRM

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Ask a question via email: info@interzen.it

Learn more: visit www.zencrm.it

Microsoft Commercial Marketplace offer: [ZenCRM Business Line](#)

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