



CRM

Shaping your Business

Manage Enquiries,
Complaints & Feedbacks





Don't make it difficult to track and manage customer inquiries, complaints and feedback.

CRM ensures all in one place and can be easily managed by anyone on your team.





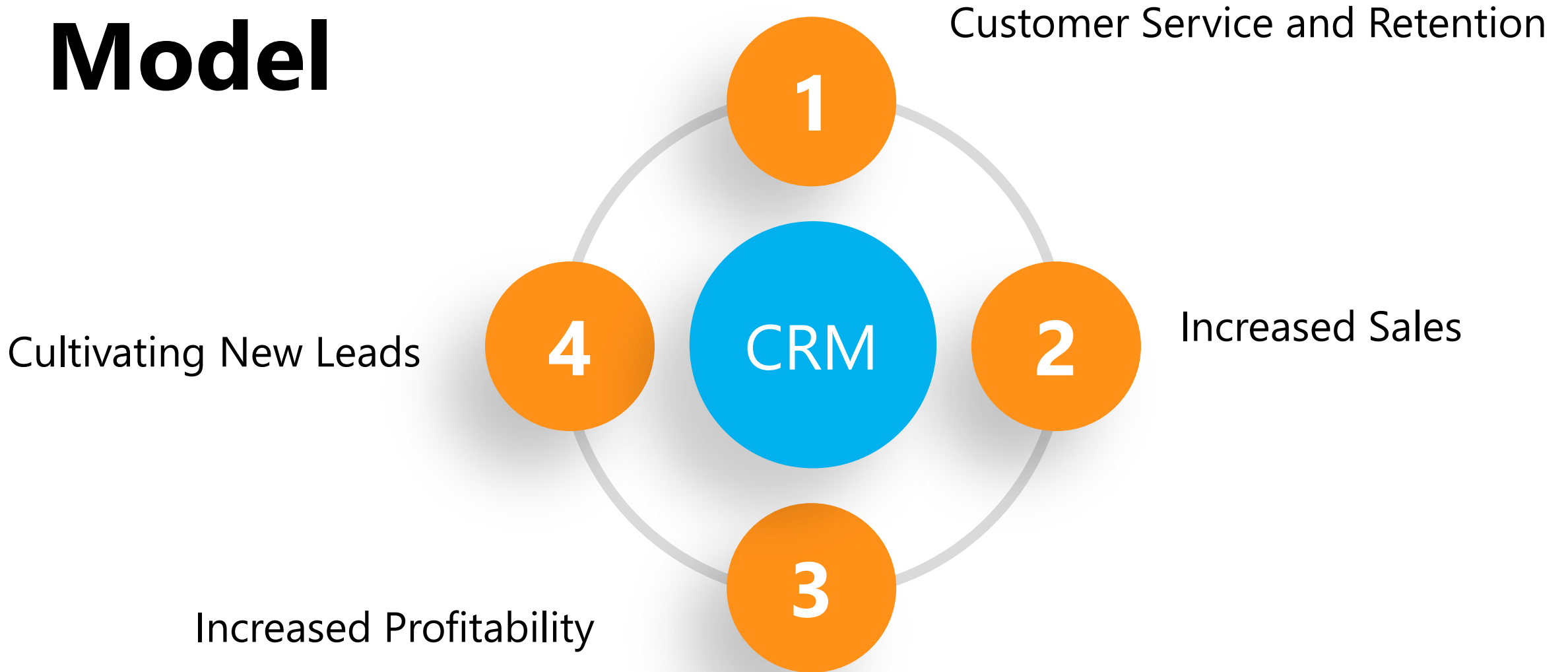
Why **CRM** is important ?

Business is all about relationships, especially relationships with customers. The better your business can manage customer relationships, the more likely it will grow.

To be successful, a business must maintain its existing customers and reach new customers. This means connecting with customers across multiple channels across multiple platforms. As you open more channels to reach more customers, it becomes more important to manage those relationships and interactions. This is where Customer Relationship Management (CRM) becomes essential.

GridsonLAB provides CRM with ERP to manage all of your company's interactions with customers and potential customers. However, today CRM is much more than that. In addition to being a piece of technology, it is also a strategy to build strong relationships with your customers by learning as much as possible about their needs and behaviors.

Business Model



Enquiry



Track of your potential clients

Enquiries are the source of new business, so it must be managed well so that you can convert as many leads as possible into new customers. Whether you are a small business, a large organization or anything in between, effective handling of your inquiries will lead to more new business and more profits.



Complaints

To prevent customers from churning

Customers, today, do not hesitate before switching to an alternative solution when they are not getting the best possible experience with a product. To prevent customers from churning out bad experiences, you must ensure that their complaints are handled diligently with the right amount of care and attention to detail.



Feedback



Feedback

Feedback from customers is important for companies that want to grow. These not only help in gathering valuable customer insights but also allows businesses to identify the drawbacks of their product & service.



THANK YOU.

Any questions?

You can find us at:

Email: support@gridsonlab.com

Tel: 8349995484, 9893422136

Website: www.gridsonlab.com



26 Jasmine Park, Treasure town
road, Indore (M.P.) - 452012



37 4rth floor Dawa Bazar, RNT
Marg, Indore (M.P.) - 452001