

DiGiQi

Lead Management
including Customer
Complaints (CRM)



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- Every organization will generate multiple enquiries or leads from customers which must be converted into confirm orders. Lead Management module helps organization to keep track of all leads and their conversion in confirm orders.
- Once orders are full filled, organization needs to monitor customer satisfaction level by various means. Such as reviews online or getting a survey/ feedback to identify areas or improvement vs a vis competitors.
- Some customers might experience quality issues in the product offered. These need to be investigated thoroughly for their root cause and effective counter measures should be put in place so that such failures do not repeat in future.
- **This Modules helps you to track all leads/ enquiries, conduct surveys about customer satisfaction, track actions against each customer concern.**