



Acumensa

**CRM Implementation
System Integration
Custom CRM development**

Empower Your Business with Tailored CRM Solutions and Strategic Growth Initiatives

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Executive summary

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Accumensa Technologies is a leader in providing comprehensive CRM consulting and deployment services. Since 2017, we have been dedicated to helping businesses streamline their operations, enhance customer relationships, and achieve their strategic goals. Based in Bangalore, we have established long-term partnerships with leading CRM vendors and delivered successful projects across various industries.

With over 6 years of experience in CRM services, our mission is to deliver tailored solutions that meet our clients' unique needs, ensuring long-term growth and efficiency.

We have successfully executed numerous CRM projects, providing businesses with the tools they need to improve their processes and customer interactions. Our seasoned professionals bring a wealth of experience to every project, ensuring that we deliver high-quality solutions that drive measurable results.

Company Overview

Overview of Our Company

- **Partnerships:** Long-term collaborations with leading CRM vendors.
- **Projects:** Successfully delivered numerous CRM projects across different sectors.
- **Expertise:** A team of seasoned professionals with deep industry knowledge and technical expertise.

Our Mission and Vision

Mission: To deliver tailored CRM solutions that meet our clients' unique needs, ensuring long-term growth and operational efficiency.

- **Vision:** To be the leading provider of innovative and effective CRM solutions, empowering businesses to achieve their strategic goals and enhance customer relationships.

Core Values and Commitment to Excellence

Customer-Centric Approach: We prioritize our clients' needs and work closely with them to deliver solutions that exceed their expectations.

- **Quality:** Adherence to ISO 9001-certified quality management standards, ensuring robust and reliable solutions.
- **Security:** Commitment to ISO 27001 standards for security management, safeguarding our clients' data and systems.

Why Choose Acumensa Technologies?

6 Years of Excellence

We have been at the forefront of CRM integration, configuration, and development for over six years, making us experts in delivering top-notch CRM solutions.

Access to Cutting-Edge Technologies

Through our partnerships with leading CRM vendors, we provide access to the latest technologies and best practices, ensuring your CRM solution is future-ready.

Expert Team of Developers:

Our team comprises seasoned developers with deep expertise in CRM technologies, ensuring that your project is in capable hands.

Holistic Customer Relationship Management:

Comprehensive Services: Our offerings encompass sales, marketing, and customer service, delivering a 360-degree solution to enhance customer engagement and satisfaction.

Successful Projects and Long-Term Partnerships:

We have successfully completed **120+** CRM projects, forging long-term partnerships with **50+** satisfied clients who trust us with their ongoing CRM needs.

Industry-Specific Customization:

We specialize in developing CRM systems customized to the unique needs of various industries, including retail, healthcare, finance, and more, ensuring operational efficiency and long-term growth.

Services Offered Overview



Business Consulting

Understanding Your Needs: Comprehensive analysis of your current processes, challenges, and goals.

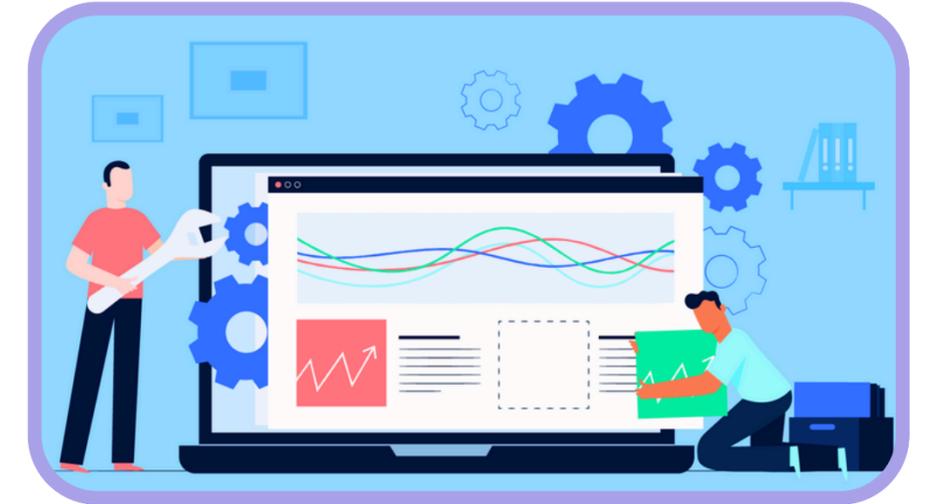
- **Requirement Gathering:** Detailed gathering of requirements to ensure alignment with business objectives.
- **Strategic Consulting:** Guidance on selecting the right CRM solution tailored to your specific needs and industry requirements.



Custom Development

Tailored Solutions: Development of customized CRM solutions to meet unique business requirements.

- **Integration Services:** Seamless integration with existing IT infrastructure and third-party applications.
- **Scalability:** Designing solutions that can grow with your business and adapt to future needs.



CRM Implementation

Platform Selection: Expertise in selecting the optimal CRM platform (e.g., Zoho, Salesforce) based on your requirements.

- **Configuration and Setup:** Customization and setup of CRM modules to align with your business processes.
- **Deployment Strategy:** Structured approach to ensure smooth deployment and minimal disruption to operations.

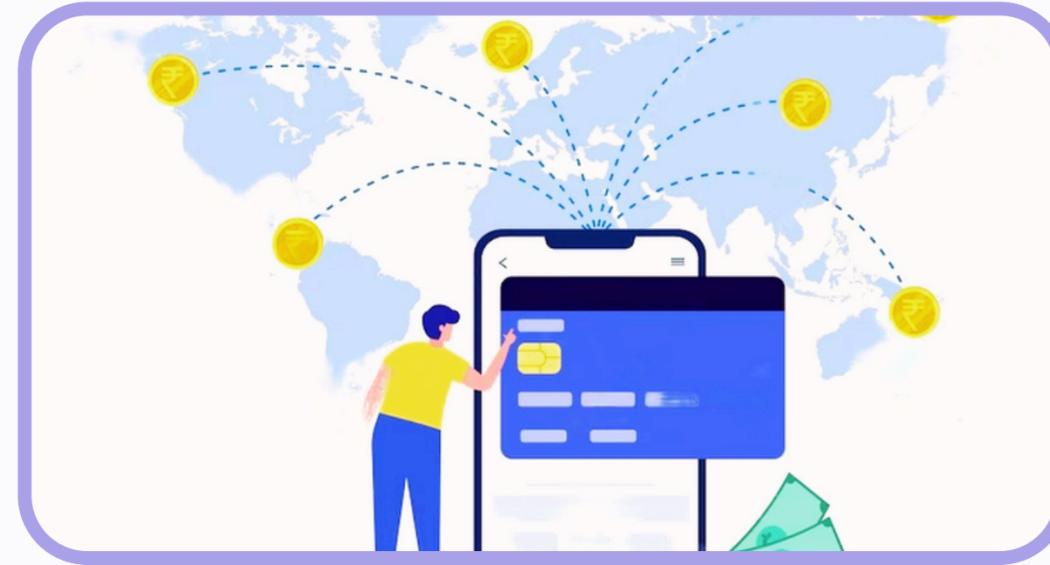
Services Offered Overview



Analysis and Testing

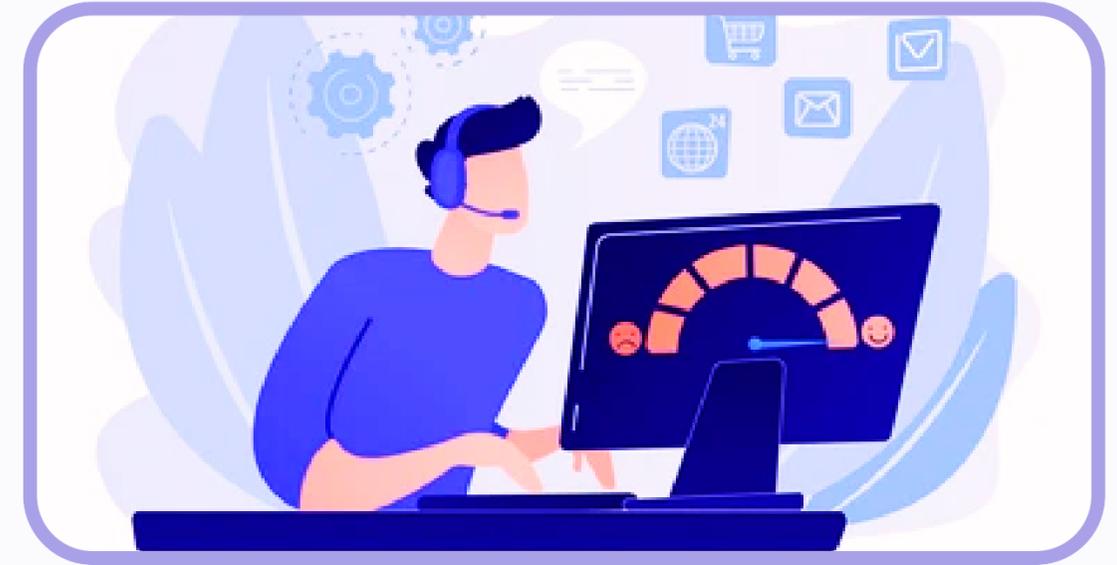
Functional Testing: Rigorous testing of CRM functionalities to ensure they meet performance and usability standards.

- **Integration Testing:** Testing integrations with other systems to ensure seamless data flow.
- **User Acceptance Testing (UAT):** Involvement of end-users to validate system functionality and usability.



Support and Training

- **Ongoing Support:** Continuous assistance to promptly address issues, apply updates, and maintain system stability.
- **Issue Resolution:** Rapid response and resolution of technical issues to minimize disruption to business operations.
- **Training Programs:** Tailored training sessions designed to empower users with in-depth knowledge of CRM functionalities.



Maintenance

- **Proactive Optimization:** Continuous evaluation and proactive identification of areas for system enhancement and optimization.
 - **Feature Upgrades:** Implementation of new features and updates to keep your CRM system aligned with evolving business needs.
- Regular Audits:** Scheduled audits to assess system performance, data integrity, and security protocols.

Custom Development



Requirement Analysis

- **Thorough Analysis:** We begin with a comprehensive assessment of your business requirements and objectives to ensure the CRM solution meets your specific needs.

Development

- **Customized Solutions:** Our expert developers create tailored CRM solutions designed specifically to address your unique business challenges and optimize operational workflows.

Setup

- **Efficient Setup:** We handle the seamless integration and setup of the custom CRM solution within your existing IT infrastructure, ensuring minimal disruption and maximum efficiency.

Training

- **User Training:** We provide detailed training sessions to empower your team with the necessary skills and knowledge to effectively utilize the custom CRM system.

Support

- **Continuous Support:** Our support team offers ongoing assistance to address any issues, apply updates, and ensure the continued stability and performance of your custom CRM solution.



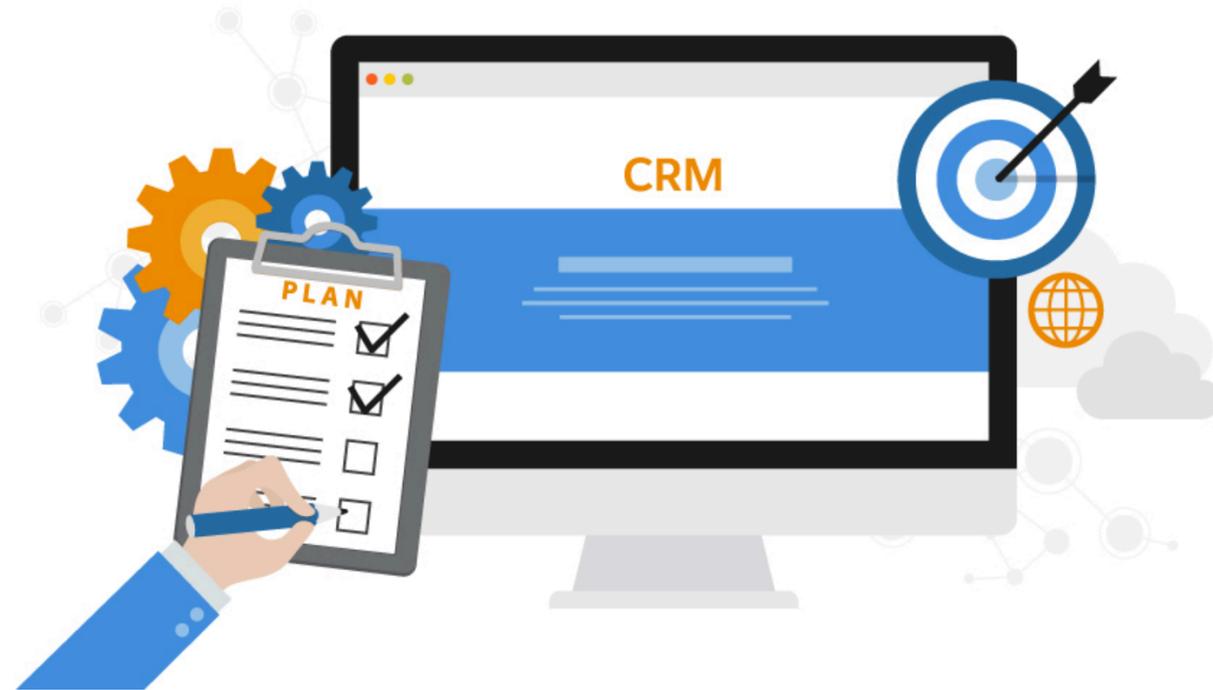
System Evaluation

We conduct a thorough evaluation of your current systems and processes to identify gaps and opportunities for CRM integration.

Integration

Expert integration of CRM software with your existing IT infrastructure, ensuring smooth data flow and system interoperability.





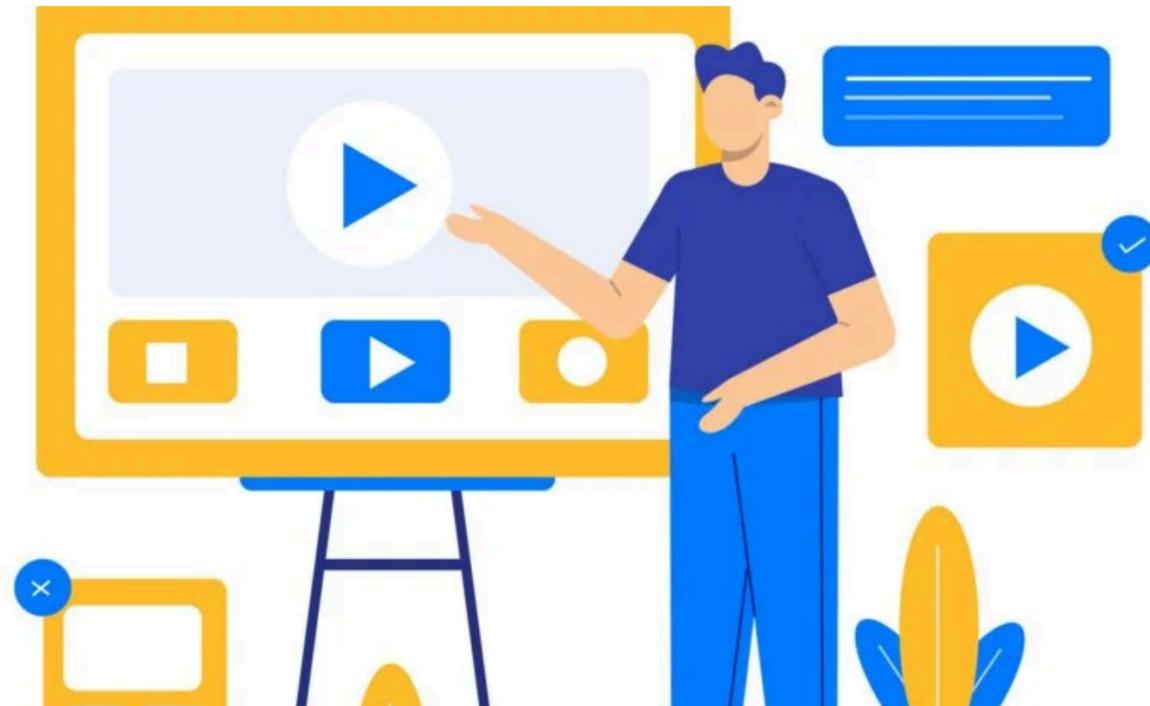
Customization

Customization of CRM modules and features to align with your business processes and specific operational requirements.

Deployment

Methodical deployment strategy to ensure minimal disruption to business operations and seamless transition to the new CRM system.





User Training

Comprehensive training programs designed to empower your team with the knowledge and skills to effectively utilize the CRM system.

Ongoing Support

Continuous support and maintenance to address any issues, provide updates, and ensure optimal performance of the CRM solution post-implementation



Pricing

Custom CRM Development

Service Description:

Detailed analysis to craft a bespoke CRM solution from scratch.

Focus on functionality tailored to operational processes without unnecessary features.

Price: Starting at ₹3.54 lakhs

Project Duration: Typically 3 to 6 months, tailored to meet specific operational needs.

Elevate efficiency with a custom-built CRM designed precisely for your workflows.

CRM Configuration and Integration

Service Description:

Collaborative consultation to uncover business needs and goals.

- Tailored recommendations from leading CRM platforms.
- Seamless integration with existing systems for an optimized workflow.

Price: Starting at ₹2 lakhs

Project Duration: Typically 2 to 6 months, adaptable based on project scope.

Prices and project durations are approximate and subject to specific project requirements. Contact our team for personalized quotes and detailed discussions on your CRM and custom development needs.

Frequently Asked Questions (FAQs)

1. What is the difference between CRM deployment and custom CRM development?

CRM deployment involves implementing and integrating existing CRM platforms to fit your business needs, while custom CRM development involves creating a bespoke CRM solution from scratch, tailored specifically to your unique operational processes.

3. What is included in the custom CRM development service?

Our custom CRM development service includes a detailed requirement analysis, development of the CRM solution, system setup, user training, and ongoing support to ensure seamless integration and operation.

5. How much does custom CRM development cost?

Custom CRM development starts at ₹3.54 lakhs. The final cost may vary based on the complexity and specific requirements of the project.

7. Can you help with migrating data from our old CRM system?

Absolutely! We offer CRM migration services to transfer your data from legacy systems to a new CRM platform, ensuring data accuracy and minimal disruption to your business operations.

2. Do you offer support and training after the CRM system is deployed?

Yes, we provide ongoing support to address any issues, apply updates, and ensure system stability. We also offer tailored training programs to empower users with in-depth knowledge of CRM functionalities and ensure effective adoption.

4. How much does it cost to deploy a CRM system?

The cost for CRM deployment starts at ₹3.5 lakhs, with variations depending on the specific CRM platform chosen and the scope of customization and integration required.

6. How long does the CRM deployment process take?

The typical duration for CRM deployment ranges from 2 to 6 months, depending on the complexity of your requirements and the integration needed with existing systems.

8. What makes your CRM solutions different from off-the-shelf products?

Our custom CRM solutions are tailored to your specific business needs, offering long-term flexibility and scalability without the unnecessary features that off-the-shelf products often include.

Frequently Asked Questions (FAQs)

9. When should you go with a ready CRM versus a custom CRM?

Criteria	Ready CRM	Custom CRM
Implementation Time	Shorter, can be deployed in weeks to a few months	Longer, typically 3 to 6 months depending on complexity
Cost	Lower initial cost; subscription-based pricing	Higher initial cost; tailored to specific needs
Customization	Limited to the features and settings available within the platform	Fully customizable to meet specific business requirements
Scalability	May have limitations based on the platform's capabilities	Highly scalable; can evolve with business growth
Integration	Standard integrations with common business systems available	Custom integrations with any existing or new business systems
Flexibility	Less flexible; bound by the platform's existing functionalities	Highly flexible; designed to fit unique operational processes
Maintenance	Vendor-managed; updates and maintenance handled by the CRM provider	Custom maintenance required; ongoing support provided
Best For	Businesses with standard CRM needs looking for quick deployment	Businesses with unique or complex requirements needing a tailored solution

Acumensa

Trust . Delivered

Thank you!

REACH OUT FOR DETAILED DEMO



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