



Strive to build lasting relationships

Multiple Location 24 x 7 Customer Relationship Management from Nixel

1. **Promote** – Advertisements, Exhibitions, Banners, Website
2. **Track** – Track enquiries, references
3. **Present** – Present project, promoters, benefits, facilities, schedule, costs, legalities
4. **Transact** – Confirm rates, complete documentation, agree on payment schedules
5. **Service** – Respond to queries, register change requests, acknowledge payments, remind for delayed payments
6. **Monitor** – Constantly monitor response to promotional methods, conversions of enquiries, payment progress of buyers, queries & servicing
7. **Improve** – Improve systems, response mechanisms, customer servicing



Nixel Sales & Service Solution for Builders & Developers

The Nixel Sales & Service Solution for Builders & Developers will enable Builders & Developers of Homes, Offices, Shops and other business facilities to manage and track their sales processes across multiple locations right from the registration of an enquiry all the way through the booking of a property unit and through the stages of progressive payments and documentation. It will offer a simple and convenient way for senior management, sales managers and executives to maintain and update information on the sales of their units quickly, easily and in coordination with one another.

One of the principal features of this system is the simple and unique reporting mechanism that provides immediate information on the status of enquiries, bookings, payments and other critical questions that are needed to monitor and analyze the progress of sales and marketing for any project. The reporting module provides search and filter options that help track specific details and analyze reasons for success and failures. The accuracy that this system will offer coupled with the immediate availability of information will help decision making and make the organization a customer friendly and service oriented one.



Bookings	Units	Sold	Receipts	Scheduled
Bookings 1	200	150	145,00,000	19,85,500
Bookings 2	200	150	145,00,000	19,85,500
Bookings 3	140	0	145,00,000	19,85,500
Bookings 4	200	150	145,00,000	19,85,500
	91	54	145,00,000	19,85,500

Benefits

This system offers large benefits for builders and developers. Sales activity across multiple sites spread out geographically can be tracked and coordinated easily. The same sales transaction can be monitored and handled from multiple locations and multiple people such as Site Office, Head Office, Agents and others, in perfect coordination. Senior management can have up to date information on the sales and payment status of each transaction at all times in a simple and interactive display format. Information on multiple projects can be viewed at a single point.

This system will enable accuracy, instant update and better information management and analysis for builders and developers.

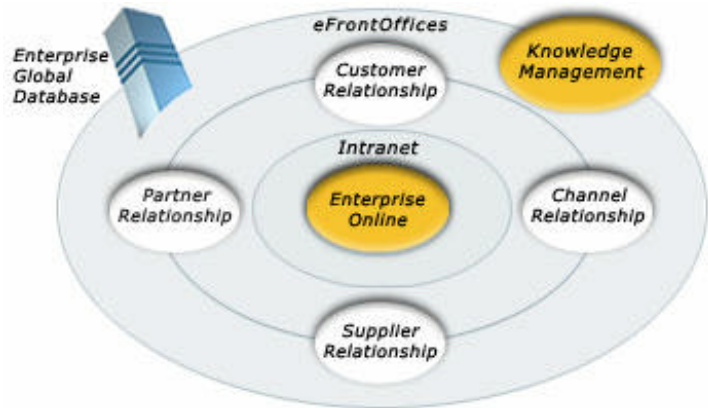
The deployment of this system when extended into a customer interface will also help maintain better contact and relations with customers.

Features

- Site & sales office personnel can present the project and the status of the units to customers and register enquiries and bookings online.
- They can also have an immediate electronic update on the progress of the project, status of payment schedules and receipts of customers, documentation status, details of specific changes asked for by customers and a lot of other information, helping them service customers better.
- Marketing managers and senior management of the company can have up to date and accurate information in a variety of report formats such as enquiries & bookings received during a period, stage of the enquiry / booking, reason for success / failure, customer feedback, receipts and scheduled receivables, profiles of customers, response to specific modes of promotion, performance of individual offices and personnel, customer service and response performance and a number of others that aid decision making and help focus on winning methods. The reports allow zooming into further details at all points and this helps managers to analyze summaries and get down into specific details at their own convenience.
- The best part of this system is that it smoothens workflow and eliminates the need to ask for and send across data and reports. All of this valuable information is secure, accurate and always available in the system for the asking.

Building the digital enterprise

Nixel architects and delivers Enterprise Solutions for corporations that see information technology, knowledge and automation as being key drivers of growth and competitiveness. Founded in 1991 and headquartered at Mumbai, Nixel has been a committed partner for many corporations in India, the United States and Europe including Air India, Asea Brown Boveri, Associated Cement Companies, BEC Group, Bharat Petroleum, Essar Group, Godrej & Boyce, Hindustan Construction, Indian Oil, Kotak Mahindra, Larsen & Toubro, Novartis, Reliance Industries, Siemens, Toyo Engineering and Uhde India. Fired by a missionary zeal to build digital infrastructure and systems for enterprises, Nixel has helped customers improve productivity, quality and competitive advantage and transform themselves into globally connected organizations.



Quality
on
time

Quality on Time

Quality on Time is a unique methodology that we've created that helps us deliver and deploy sophisticated software within demanding schedules. A structured process that extends from the initial interactions with customers all the way through to deployment, training & support, the Nixel methodology assures quality and performance consistently.

A great team to work with

A team of technology architects, application specialists, project managers, developers and quality engineers, the Nixel team is innovating and researching all the time, staying abreast of global developments and ensuring sophisticated tools and methods are used in the design and development of the software.



24 x 7 x 52

Nixel is never out of range for our customers and well-wishers. From relationship managers to project managers through multiple interfaces including a strong web front office, Nixel ensures that you have all the expertise, know-how, software, drivers and information that you need, to use our solutions and enhance your organizational productivity, quality and competitive advantage.



To know more about Nixel and all the solutions, products and services we offer, we invite you to visit www.nixel.com

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