



CRM Solutions



Build Stronger Relationships with Your Customers

Enable your sales, marketing, and service delivery teams with a powerful CRM engine. Charter Global provides talented resources to create and manage an effective CRM strategy.

Gain valuable insight into the customer lifecycle. Track and manage your prospects from the first handshake through continuing touches and repeat business. Stay connected with leads anytime, anywhere using mobile reporting and notifications.



CRM Services

- Implementation
- Analysis and design
- Workflow automation
- Customized mail merge options
- Training and administrative support
- Custom dashboards, reporting, and system integration



Vendor Agnostic

Our clients rely on our expertise to find the best CRM solution to implement. Already implemented your CRM platform? We work closely with your team to understand your unique requirements in order to develop and maintain the most effective system for you.

- Microsoft Dynamics CRM
- Oracle CRM on Demand
- Salesforce
- SAP CRM
- SugarCRM
- Zoho



Increase Sales Opportunities in Challenging Markets

Charter Global CRM solutions work even with offline access and geo-location capabilities. Stay connected with leads anytime, anywhere using mobile reporting and notifications when deals run into road blocks. We help you organize, track, and manage prospects by tracking them from the first handshake, through continuing touches, and repeat business.

- Enterprise CRM suite implementation – For complex infrastructure in different industries and technologies with a faster response time
- Custom development – With automations, dashboards, reporting, and system integration
- Experienced consultants – CRM experts from different industries and technologies
- Timely assessment and training support – Get the most out of your enterprise CRM investment



Leverage CRM Benefits Enterprise-Wide

The Charter Global team understands the need to build and manage an effective enterprise CRM solution. Empower your organization to collect, analyze, and act on valuable customer insights. CRM benefits extend across multiple departments:

Sales

- Boost sales productivity
- Automate lead qualification
- Optimize time management and planning
- Centralize prospect data and history
- Mobile options for increased functionality

Marketing

- Optimize messaging with collected data
- Nurture leads and develop relationships
- Better understand customer behavior
- Improve internal communication
- Integrate with marketing automation

Services

- Maximize upselling and cross-selling
- Grow stronger relationships with customers
- Increase user satisfaction and repeat business
- Gain visibility to better allocate resources



Gain a Complete Understanding of Your Customer

Charter Global clients rely on our CRM expertise to help take their business to the next level. We work closely with your team to understand your business so we can address your unique requirements in order to develop and implement the most effective CRM system for you.

As part of our CRM consulting services, Charter Global also offers training to end-users on CRM solutions. It includes planned sessions for sales personnel, CRM service agents, IT administrators, and in-house marketing trainers. We also offer project governance services and technical consulting for CRM projects.

We offer CRM integration and collaboration solutions on complex projects:

- | | |
|------------------------|-------------------|
| ✓ MS Dynamics CRM | ✓ Oracle RightNow |
| ✓ Oracle CRM on Demand | ✓ SAP CRM |
| ✓ Oracle EBS | ✓ Salesforce.com |
| ✓ PeopleSoft | ✓ Sugar CRM |
| ✓ Oracle CCA | ✓ Zoho |

The Charter Global team understands the need to build an effective enterprise CRM solution. Manage your customer relationships in business using the most innovative functions and features:

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|---|-----------------------------------|
| • Calendar management | • Social media monitoring |
| • Email marketing | • Mobile app performance tracking |
| • Quote/proposal management | • Customer loyalty tracking |
| • Marketing automation integration solution | • Territory assignments |
| • Lead scoring | |

About Charter Global

Charter Global drives innovation in IT projects and business operations by defining strategy and providing consulting, digital solutions, custom development, and skilled resources. With an established customer base of Fortune 1000 industry leaders and over 100 successful project implementations, our experience and proven methodologies enable our professionals to deliver industry leading solutions in cloud technologies, open source, DevOps, mobility, CRM, ecommerce, SAP, and Oracle JD Edwards platforms.

- Founded in 1994
- Headquarters in Atlanta, GA, and 3 development centers in India
- IT certifications: CMMI Level 3, PCI, MS Certified Partner, Oracle Gold Partner, and SAP Edge Partner
- A team of over 850 professionals
- Specialize in cloud technologies, open source, DevOps, mobility, ecommerce, and custom application development
- Expertise in SAP Hana Cloud Platform, SAP Hybris, Oracle Mobile Cloud Service, and Oracle JD Edwards
- Established customer base of Fortune1000 industry leaders
- Vertical experience in telecom, healthcare, media /entertainment, airlines, finance, energy, retail, and hospitality
- Active database of nearly 2M consultants with 30,000 on demand
- 100+ full-time staff recruiters support clients in the U.S. and globally
- 500+ full-time IT professionals support client projects

