



## Win new customers and forge better relationships

Acquiring new customers is important for business success, but maximizing customer loyalty is just as crucial. With integrated customer relationship management (CRM) software, the OptiPro powered by SAP Business One application helps you **turn prospects into customers**, grow sales and profitability, and achieve high levels of customer satisfaction.

Acquiring new customers is important for success, but maximizing customer relationships is just as crucial. OptiPro provides the tools to help you efficiently manage the entire sales process and customer lifecycle from initial contact to final sale to after-sales service and support. It's integrated functionality provides a complete view of prospects and customers so you can better understand and meet their needs. As a result, you can turn prospects into customers, increase sales and profitability, and improve customer satisfaction.

The software's functionality includes:

- **Sales and opportunity management** – Track opportunities and activities from first contact to closing
- **Marketing campaign management** – Create, manage, and analyze marketing activities and their impact
- **Customer management** – Store all critical customer data in one place, with dashboard overviews of all relevant information
- **Service management** – Efficiently manage warranty and service contracts; enter and respond to service calls quickly
- **Reporting and analysis** – Create detailed reports on all aspects of the sales process, including sales forecasting and pipeline tracking, using time-saving templates