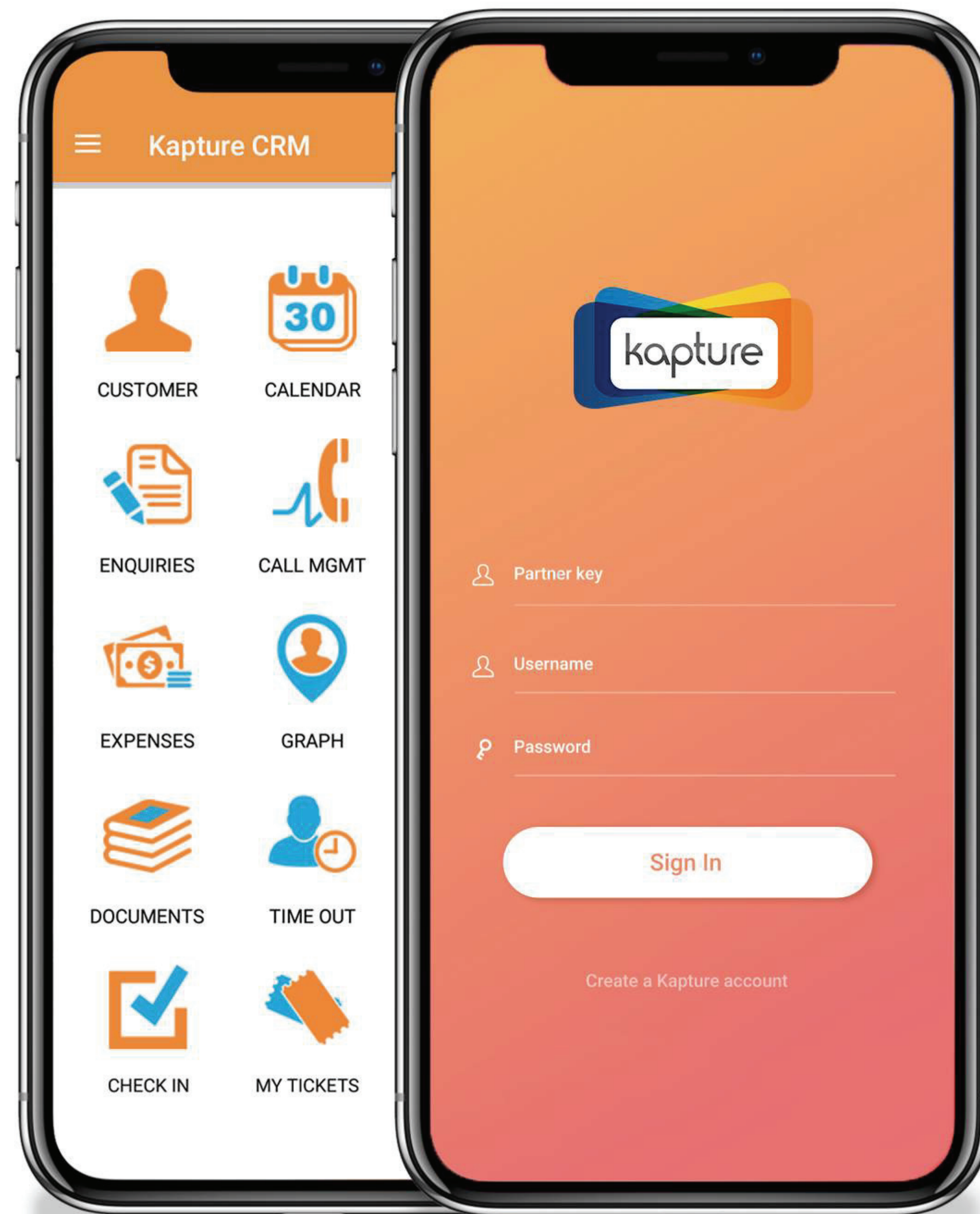


Kapture CRM
**Business Automation.
Simplified.**



A 100% Customer Satisfaction Is A Theory. We're Just Here To Test It.

THE VISION THAT SHAPES OUR PRODUCT AND THE TEAM BEHIND IT, IS PRETTY SIMPLE. A DESIRE TO CHANGE THE WAY COMPANIES LOOK AT THEIR ORGANIZATION STRUCTURE, PROCESSES AND IMPLEMENTATION STRATEGIES. WITH THIS DESIRE IN PLACE, WE GET COMPANIES TO FOCUS ON THE MOST IMPORTANT THING: THEIR VALUABLE CUSTOMERS.





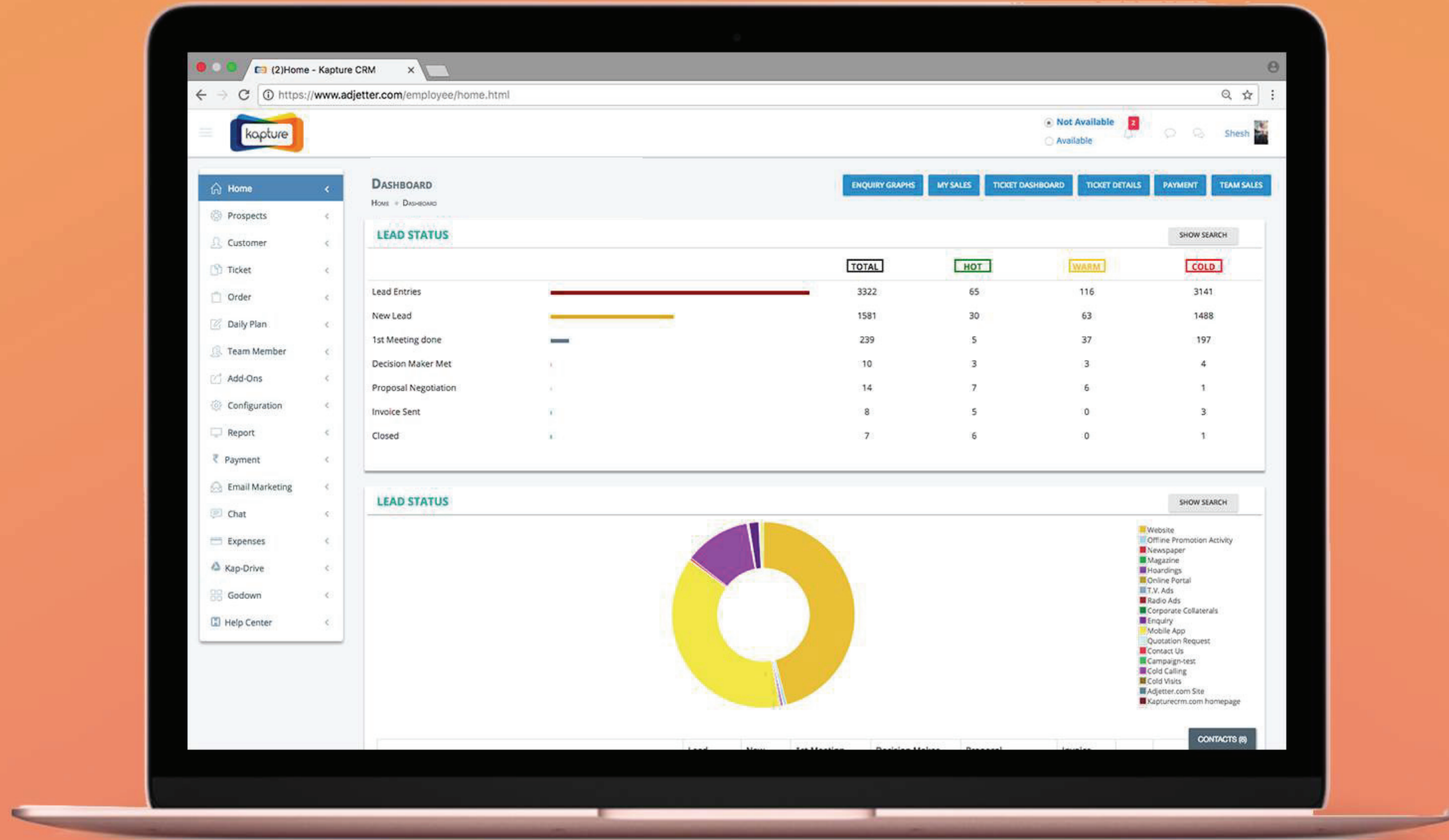
TARGETED
MARKETING



SALES
TRACKING



CUSTOMER
ACQUISITION



CUSTOMER
SERVICE



CUSTOMER
MANAGEMENT



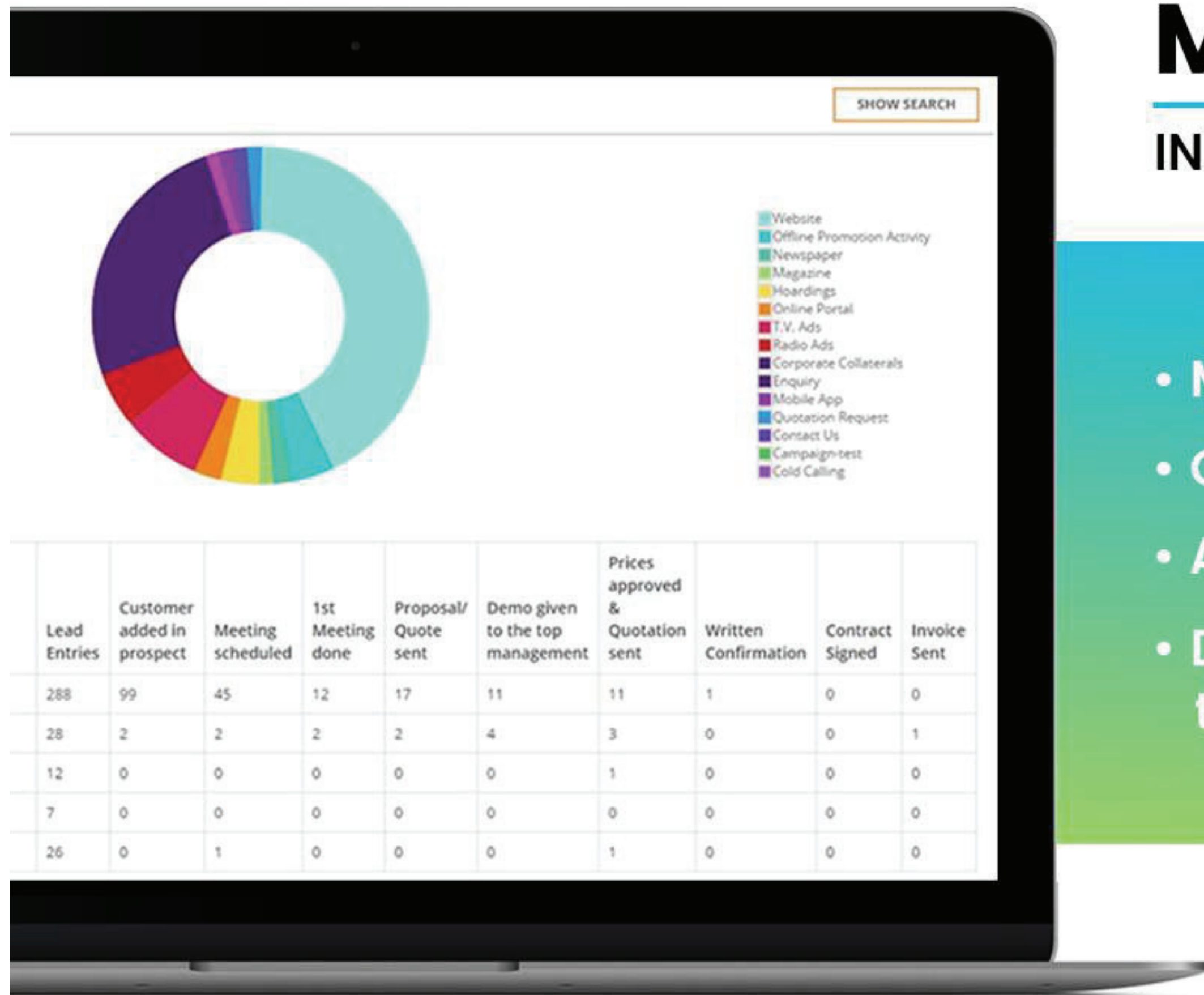
CRM
MANAGEMENT

KAPTURE IS A CLOUD-BASED CRM PLATFORM THAT SIMPLIFIES MARKETING, SALES, CUSTOMER SERVICE, AND OPERATION ACTIVITIES TO PROVIDE END-TO-END BUSINESS SOLUTIONS. BEING MOBILE-FIRST, IT AIMS TO SIMPLIFY AND STREAMLINE THE PROCESS, BENEFITTING BOTH, THE BUSINESS, AND THE CUSTOMER.

MARKETING

IN A CROWD OF 1000 HAVE A 1 ON 1 WITH MILLIONS

- Manage all your campaigns and attract potential customers
- Get a consolidated ROI insight of all your activities
- Automate repetitive and time-consuming tasks
- Deliver the right marketing and promotional materials to your target audience



Salient Features

Marketing Automation

Develop, execute and track marketing campaigns. Use automated workflows to track potential prospects

Smart Lead Generation

Get an improved targeted marketing campaign with automated tracking, classification and allotment of leads

Sync & Manage Leads

Achieve quicker conversions with an automated movement and tracking of leads

MARKETING

IN A CROWD OF 1000 HAVE A 1 ON 1 WITH MILLIONS

Seamless Integration

Integrate existing forms and landing pages and garner leads with ease.

Email Marketing

Create, schedule and keep track of all your email campaigns and auto-responders for effective marketing

Marketing Analytics

Measure the effectiveness of all your marketing channels with a consolidated view of their ROI

Campaign Management

Create, execute and monitor social campaigns and promotions. Manage campaigns on all social media platforms.

SMS Marketing

Schedule, blast and direct the segmentation and delivery of all your SMS campaigns on one single interface.

Kapdrive

Access and manage permissions for all your marketing assets on our cloud storage

Manage Interactions

Track and respond to your leads with instant notifications for all your brand interactions.

Resource Management

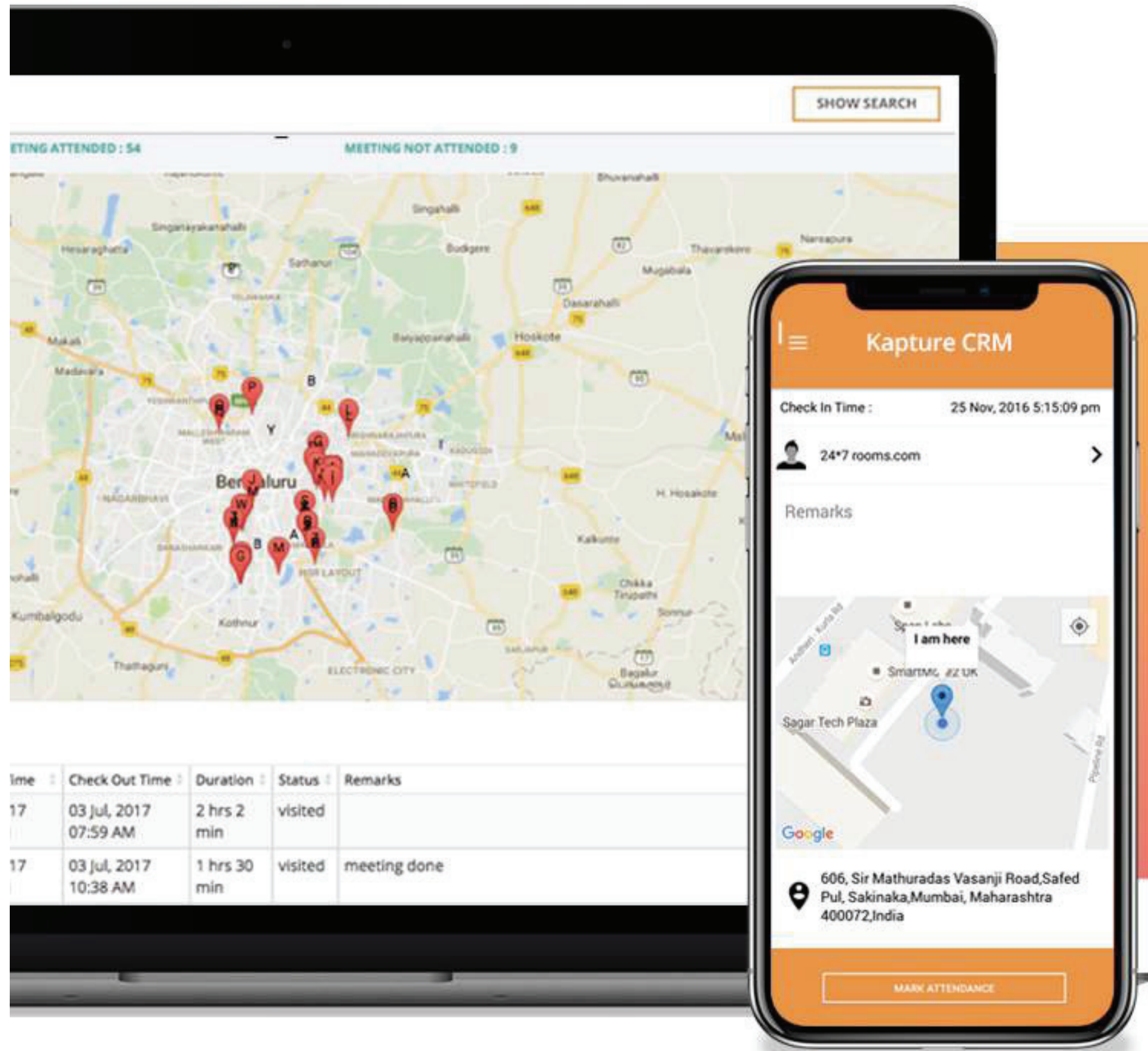
Keep track of your projects, assets, workflows and budgets across all your teams, departments, and firms

Analytics & Reports

Receive the impact and performance analysis of all your campaigns and measure effectiveness.

SALES TRACKING

EMPOWER YOUR WORKFORCE TO SELL



- Nurture your leads throughout the conversion process
- Get automated reports and reduce the time taken for all your conversions
- Access your entire database on the system and share feasibility and access with your team
- Boost sales efficiency by 20% with state-of-the-art documentation and tracking tools

Salient Features

💰 Reduced Cost per Sale

Get better closures-contacts ratios with quick and efficient tools at the disposal of your team!

👤 Increase Rep Accountability

Get better results and productivity from your team with automated sales tracking and documenting tools

📊 Accurate Sales Forecasts

Track conversion rates and other factors of your leads to create improved and accurate forecasts

SALES TRACKING

EMPOWER YOUR WORKFORCE TO SELL

Inventory Analytics

Create, view, and manage your orders with your team, along with respective status and reports

Customer Profiling

Add, access, and retrieve contact details, transaction history, and all other customer data with a centralized database

Quick Data Collection

Bring back the focus on your main tasks with quick storage options for storing and sorting customer data and feedback

Sales Insights

Consolidate customer data from various platforms and view important insights and audience reactions

Aligned Internal Teams

Share contacts, interactions and insights between the marketing and sales team for a smooth sales cycle

Real-time Data

Get automated reports, analytics, and insights generated from real-time synced data and trends

Increased Prospects

Get going with quick lead and prospect management tools and increase your engagement with customers

GPS and Geo-fencing

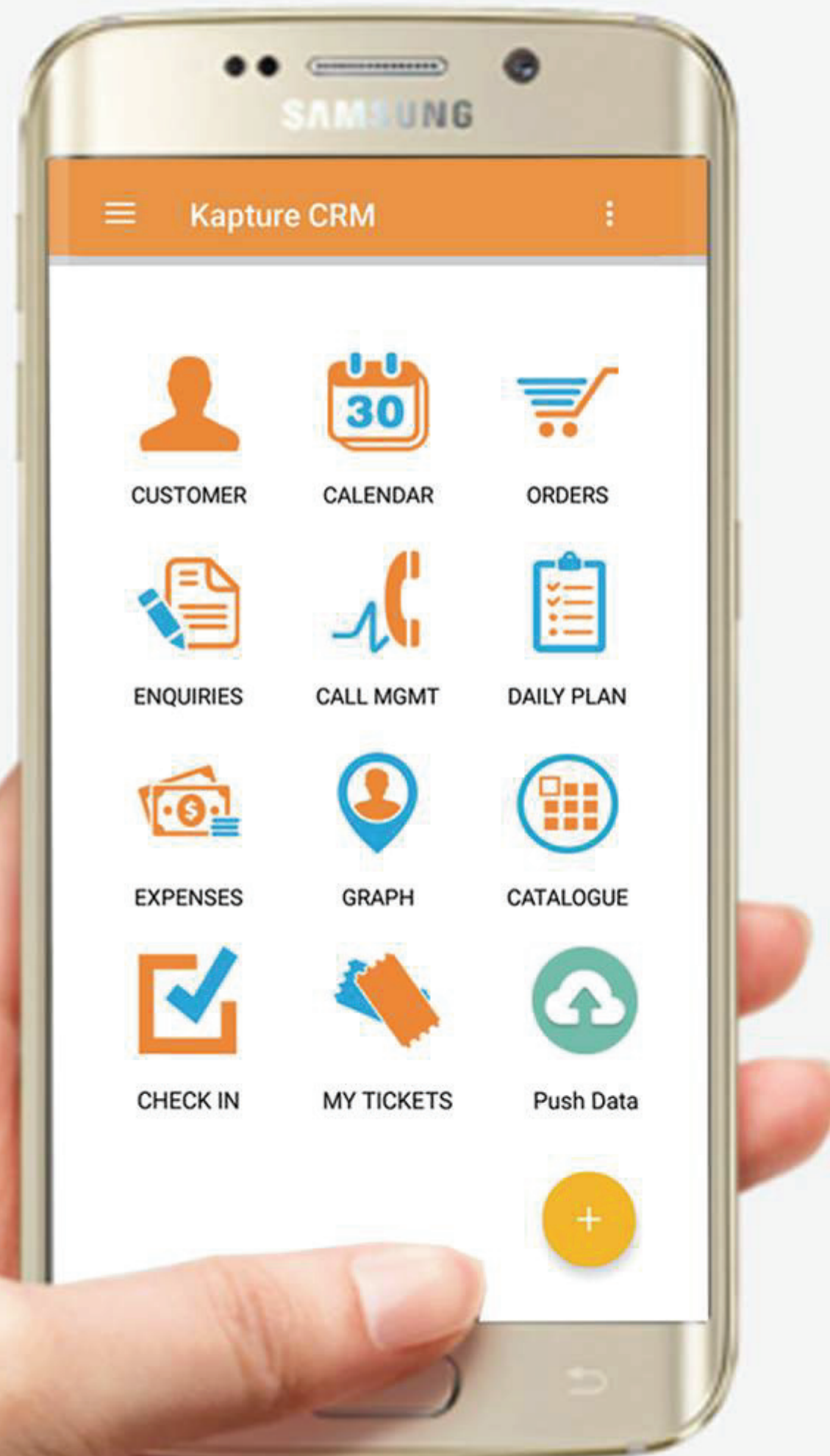
Monitor all your sales reps from one place and ensure that each one of them is visiting their respective customers

Customer History

Get access to all customer interactions on-the-go for an improved sales and conversion process

MAKE YOUR BUSINESS, YOUR PHONE'S BUSINESS

Access essential business data on-the-go, with the Kapture app



CUSTOMER

Add and access your customers, on-the-go



CALENDAR

Create, view, and manage all of your appointments



ORDERS

Punch orders and raise invoices, right through your phone



ENQUIRIES

Respond and manage requests with ease



CALL MGMT

Manage and document all your daily interactions



DAILY PLAN

View and execute all your tasks with ease



EXPENSES

Monitor and track your daily expenses



GRAPH

Track and locate all your customers geographically



CATALOGUE

Showcase all your company products and specifications



DOCUMENTS

Access a secured and unified cloud-based drive for your files



MY TICKETS

Resolve customer complaints and queries



CHECK IN

Check in & out of customer locations and update meetings

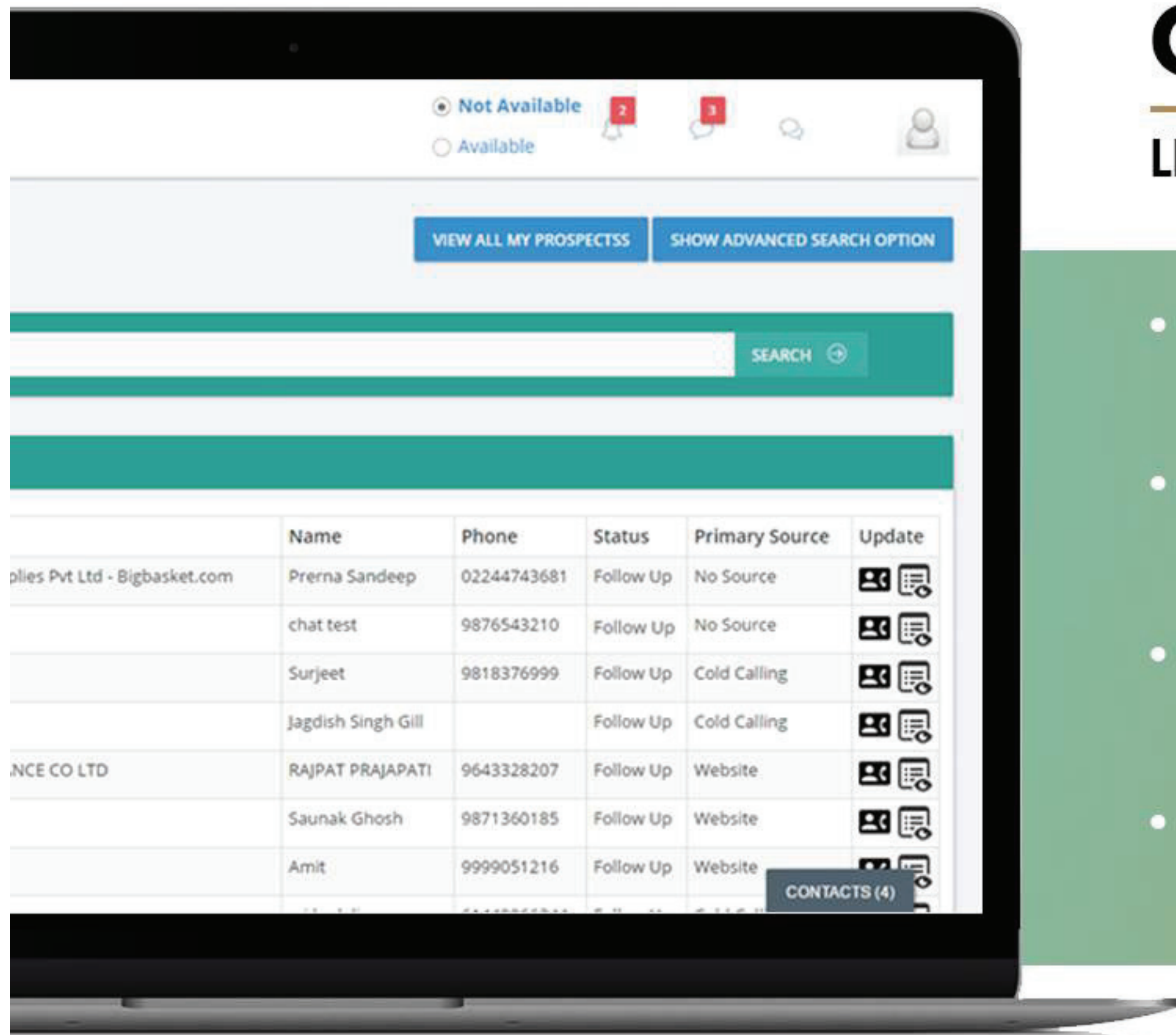
Available on



CUSTOMER ACQUISITION

LEAD YOUR LEADS

- Gather, store, and sync customer information on a real-time basis
- Integrate all potential leads and opportunities and share them with the team
- Qualify your leads and segregate them as per preferred type and potential
- Boost selling opportunities across all audience groups and industry fields



Salient Features

Lead Capture

Capture all relevant data from your leads through seamless integrations with all lead and enquiry forms

Lead Storage

Manage incoming leads efficiently with database storage capabilities and distribute them to your team

Lead Nurturing

Check leads status and follow up with appropriate content and deliverables, leading to meaningful conversions

CUSTOMER ACQUISITION

BRING IN THE BUSINESS WITH OUR ACQUISITION TOOLS

Lead Scoring

Evaluate leads and filter them via chosen significant factors to keep an eye on potential conversions

Lead Segmentation

Get the right services and messages across by sorting your leads via location, industry and other relevant factors

Lead Analytics

Know which leads and campaigns have the best conversion rates with automated lead reports

Pipeline Management

Track, manage, and assess all your potential customers and leads throughout the leads life cycle

Automated Life-cycles

Automate the lead life cycle and ensure regular follow-ups and activities to achieve subsequent conversions

Lead Prioritization

Prioritize your leads and assign them to respective marketing teams for faster, better, and smoother conversions

Customer Data Capture

Analyze the complete database-captured history of any customer across all platforms and team interactions

CRM Integration

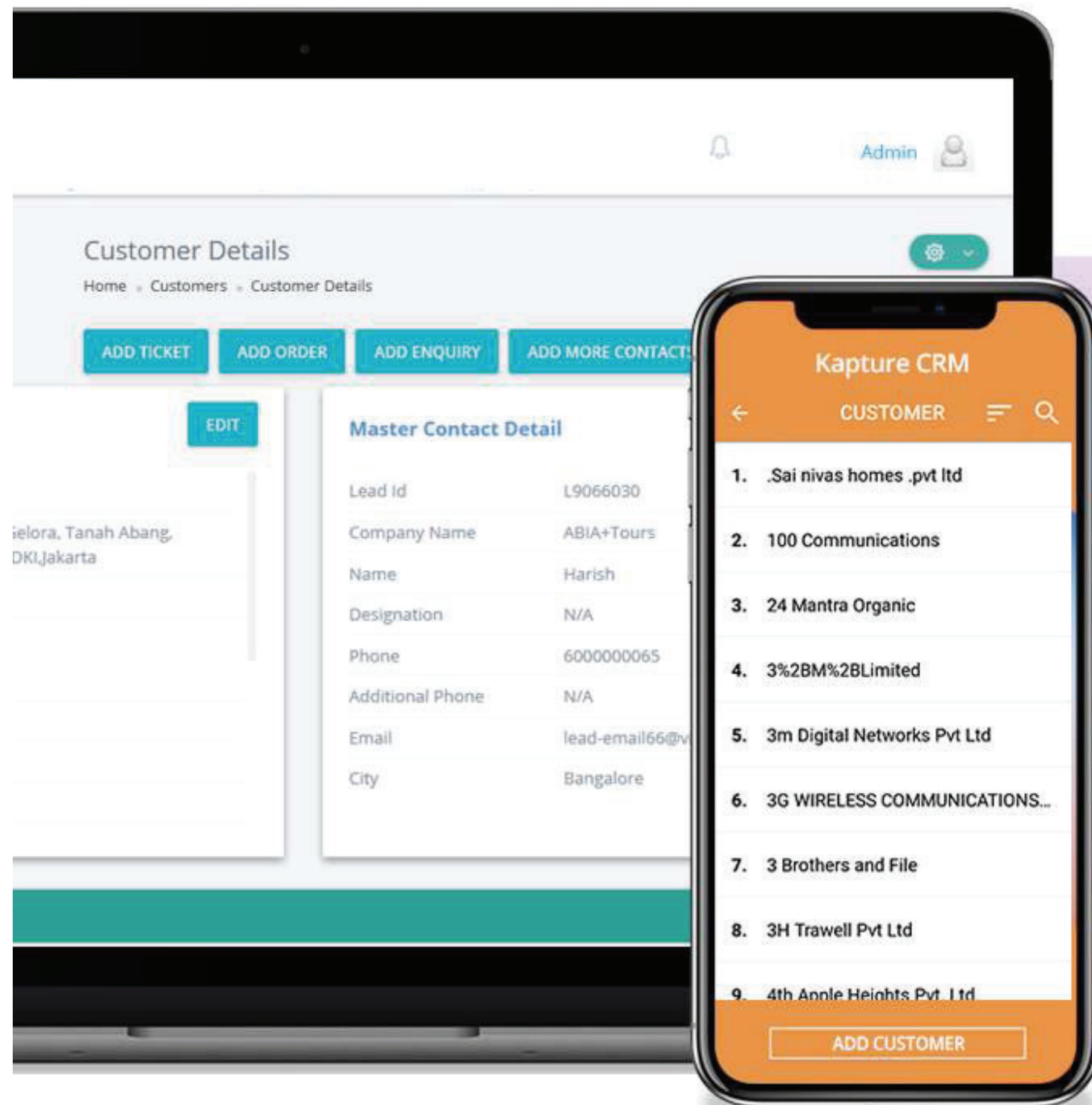
Get all your leads recorded and stored in the database, followed by their effective employment in campaigns

Social Media Integration

Increase sales opportunities and brand visibility with smooth social media integrations across all platforms

CUSTOMER MANAGEMENT

THE MISSING LINK BETWEEN ACQUISITION AND SUPPORT



- Create and manage interaction strategies and financial plans for each customer
- Keep track of pending deals, associated contacts and deliver an all-rounded customer service experience
- Address multiple verticals for the same customer and ensure consistent customer satisfaction throughout
- Update the customer with necessary reports and completion notifications

Salient Features

Improved Retention

Contact customers on-the-go before contract expirations or important events and ensure customer loyalty

Increased Accountability

Review and give feedback to your team by viewing problem management of individual team members

Improved Coordination

Increase transparency among teams and achieve co-ordinated response and follow-up workflows

CUSTOMER MANAGEMENT

LET YOUR CUSTOMERS EXPERIENCE HASSLE-FREE INTERACTIONS

Asset Management

Manage your assets better by efficiently allocating orders and agents to the correct customer/source

Knowledge Base

Get past implementations and resolution data from an up-to-date and synced customer database

Information Capturing

Don't miss out on any customer details and ensure better responses from the customer support team

Infrastructure Scalability

Reduce customer retention hassles with improved customer access to your team members

Multi-channel Management

Get multi-channel interactions stored and communicated throughout your team for quicker response rates

Individual Profiling

Maintain individual customer profiles and access any pre and post conversion data for references during escalations

Quicker Solutions

Reduce response time by better asset management and deployment for respective enquiries and escalations

Analytics & Reporting

Get automated reports that highlight performance, escalation, resolution and customer satisfaction insights

Elite Targeting

Assign special employees to designated VIP customers and ensure hassle-free resolutions when needed most

CUSTOMER SERVICE

YOUR TICKET FOR PERSONALISED INTERACTIONS

- Get all of your enquiries from websites, social media and every other-communicated based platform in one standard inbox
- Use alerts for offering timely deliverables and more efficient upselling strategies
- Respond and handle your customers better with hassle-free integrations for different platforms
- Easy ticket dispositions based on priority and types

Assigned (8)

Start Date: End Date: [REFRESH REPORT](#)

Category	Not Started	Work in Progress	Completed
Category 1	0	4	4
Category 2	0	0	1
Category 3	0	8	0

Category	Not Started	Work in Progress	Completed
Category 4	1	0	0
Category 5	2	1	1
Category 6	0	10	0

Salient Features

Automatic Call Distribution

Access account information and distribute customers based on nature of call and type of enquiries

Call Recordings

Review all your calls with call recording capabilities and achieve better, productive telephonic interactions

Multi-channel Support

Achieve an all-platform incoming ticket system and never miss any feedback response from customers

CUSTOMER SERVICE

LEAD YOUR TEAM TO DEFINE UNCONDITIONAL SUPPORT

Telephony Integration

Achieve meaningful phone conversations with customer data and click-to-dial functionality for your calls

Powerful Ticketing

Sail through your customer queries smoothly with a hassle-free ticketing experience

Smart Intelligence

Prompt agents to upsell and follow up on calls in a timely manner for more profitable and successful conversions

Feedback and Survey

Get real-time feedback and significant survey responses from customers with seamless form integrations

KapChat

Resolve complaints and queries with quick internal communication, made possible using KapChat

Team Inbox

Filter all your customer conversations from multiple channels into a single support inbox and auto-assign them

Escalation and Alerts

Set priority triggers, escalations and other similar action tasks to meet service level agreements in time

Automated Responses

Manage initial and regular customer enquiries with timely automated responses for quicker resolutions

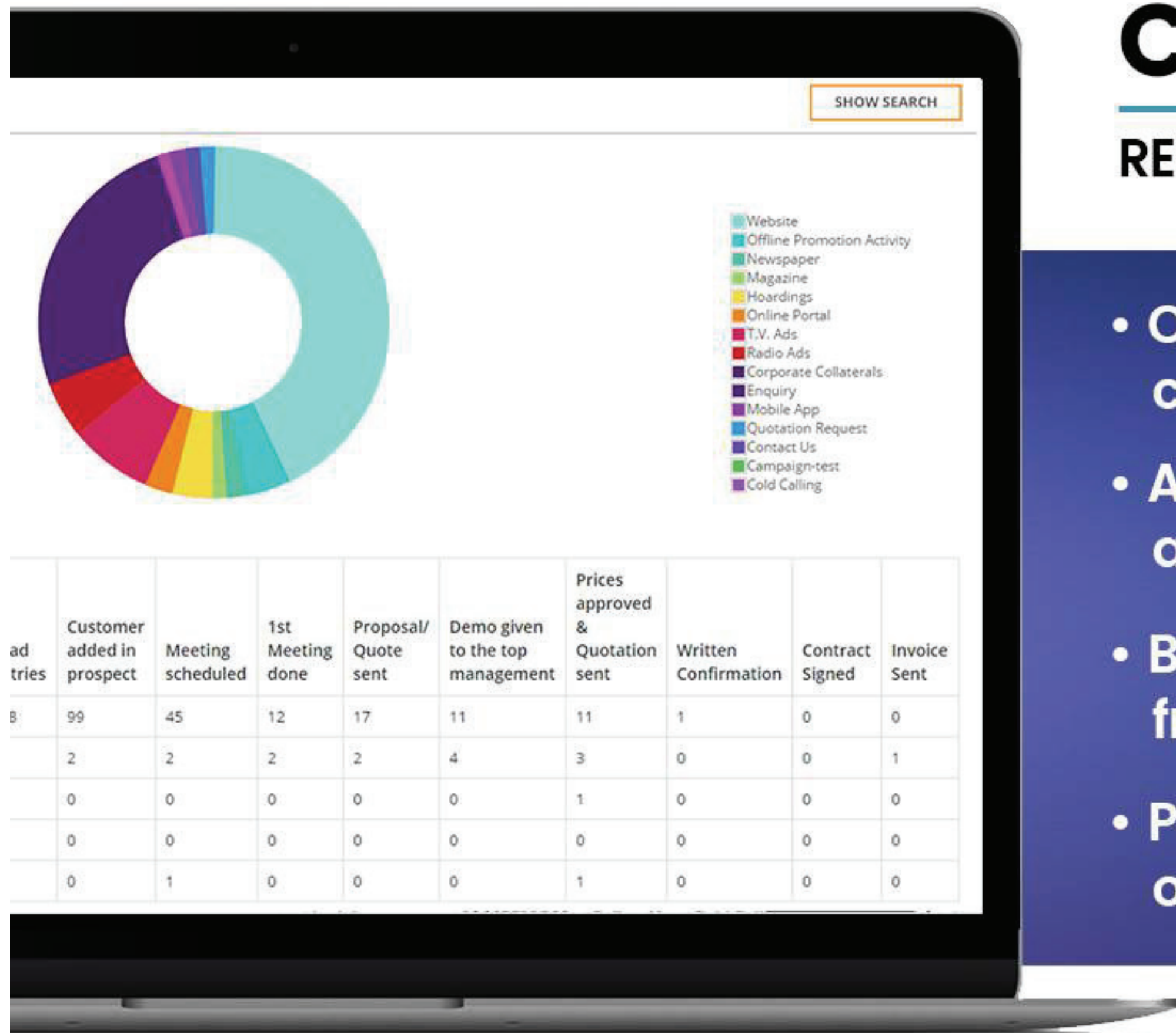
Automated Workflows

Get more done with automated support workflows that helps improve customer-support team interactions

CRM MANAGEMENT

RELATIONSHIP STATUS: CRM

- Organize all your customer information and achieve better company-customer interactions
- Automate any small, repetitive, but equally important tasks with a CRM application's integration capabilities
- Build better leads, opportunities by capturing essential insights from automated reports
- Plan the entire customer relationship process with the built-in online and offline technological support



Salient Features

Data Management

Get important information (customer and otherwise) and documents uploaded and synced with our database

Interaction Tracking

Track interactions throughout the sales, support and management teams for all communication platforms

Workflow Automation

Allocate, combine, and plan tasks for respective teams with workflow automation settings, courtesy of our app

CRM MANAGEMENT

LET YOUR CUSTOMER RELATIONSHIPS TAKE PRIORITY

Reporting

Track performance and productivity with automated insights and reports to measure and predict future business

Marketing Integration

Manage leads and nurture them with reports and integrations for landing pages and social media platforms

Sales Team Automation

Automate workflows around your contacts with territory management, pipeline analysis, reporting and forecasting tools

Customer Service

Combine knowledge management and interaction awareness to achieve quick, flawless service and support

Field Management

Distribute orders and track status and priority on a real-time basis to offer realistic service delivery timelines

Call-center Automation

Get telephony integrations and other call management features for improved and meaningful customer interactions

Help Desk

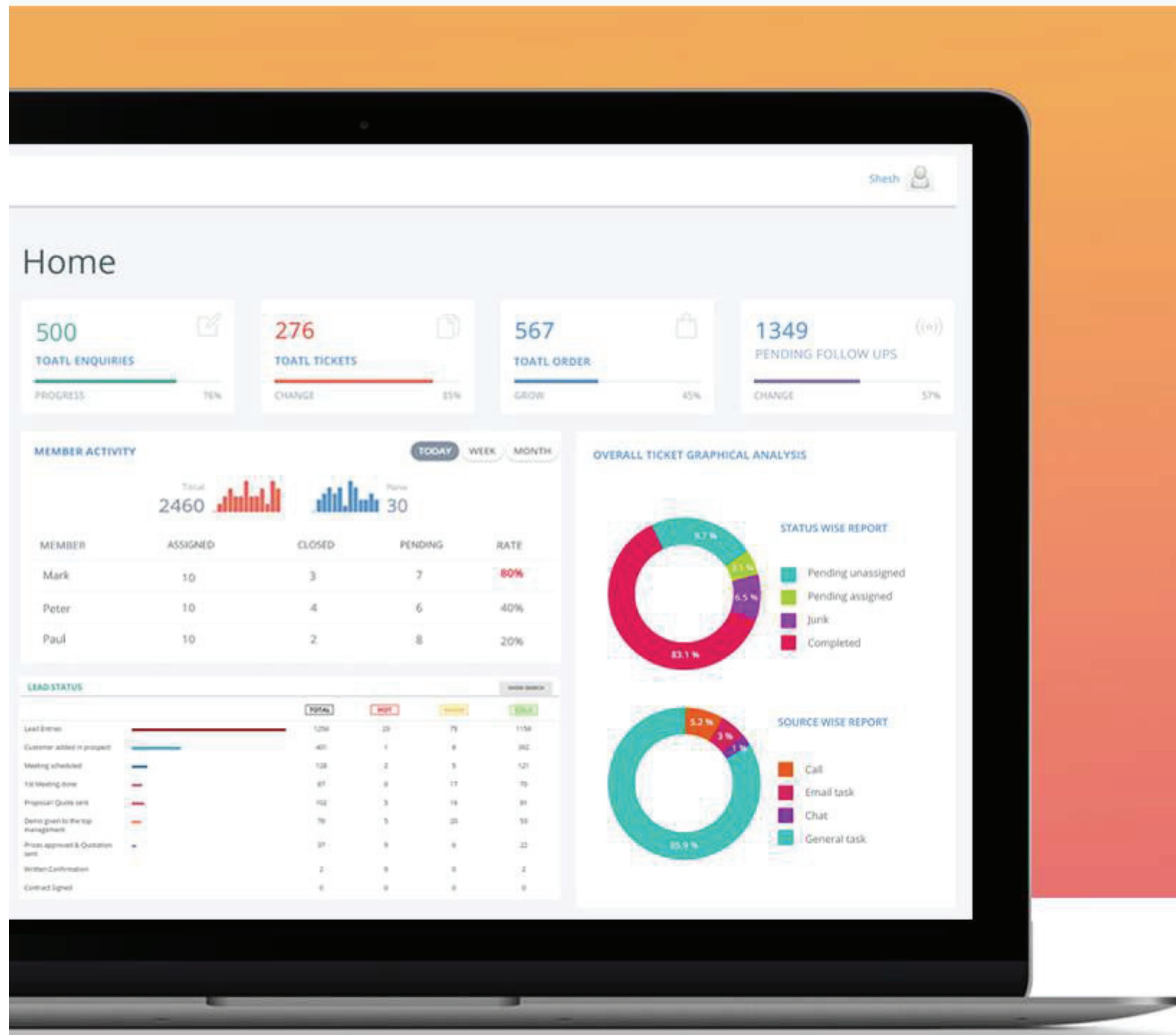
Don't miss out on any customer details and ensure better responses from the customer support team

Channel Management

Maintain individual customer profiles and access any pre and post conversion data for references during escalations

Versatile Customizations

Build better customer relationships by adapting our technology to suit your customer needs and requirements



Tech Specifications



UPTIME

99.6% uptime contractually guaranteed



DATABASE

The database for Kapture is MySQL



WEBSERVER

Hosted on a Linux Server Farm with an Apache Webserver



SERVER

Java/J2EE hosted on Amazon's AWS & Google's servers

System Requirements

Device

*Supports iOS & Android
Minimum 2GB Ram

Browser

*Internet Explorer, Mozilla Firefox,
Google Chrome & Safari

Internet

*Minimum 1GB Data
Monthly

INTEGRATIONS

INTEGRATES WITH ANY SYSTEM THAT OFFERS API'S





SUPPORT & TRAINING

WE DO THE HARDWORK, SO YOU DON'T HAVE TO.

24/7 Live

Chat
Email
Telephone

On-premise

Delhi
Mumbai
Bangalore

After-support

*Customization
Implementation
Training

FLEXIBLE PRICING

ASK OUR SALES REP FOR THE ONE THAT SUITS YOUR BUSINESS.

Gold

Min. 1 user

Platinum

Min. 5 users

Enterprise

Min. 20 users

*Customizations Available

CLIENTELE

KAPTURE POWERS A NUMBER OF ESTEEMED COMPANIES. HERE'S A HUMBLE LIST.



CLIENTELE

KAPTURE POWERS A NUMBER OF ESTEEMED COMPANIES. HERE'S A HUMBLE LIST.

 bigbasket

Google

Quikr
Aasaan hai badalna

hotstar 


TATA

payism

BLACK+
DECKER

JABONG  COM

KILLER 


NIRMAL

 Organic
HARVEST


emami*

EUREKA
FORBES 

 WILDCRAFT


WE BUILD
T.G. DEVELOPERS


Century®
THINKING AHEAD



LETS TAKE THIS RELATIONSHIP TO THE NEXT LEVEL.

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