

2. What is CRM

CRM (Customer Relationship Management) – corporate information system, which is purchased with a purpose to improve quality of services, to optimize marketing activities and increase sales revenue. Companies are looking for solution that would allow to save money, but increase efficiency. Let us emphasize just a few benefits of CRM system:

1. CRM system has full information about the Customer – this allows management to allocate proper amount of resources for handling particular tasks
2. CRM system represents tool for managing marketing related data – analysis and actions planning
3. Automatized sales process – automatic operations management and control over orders being processed
4. Continuous analysis of cooperation with Customers – setting priorities, based on importance and weight of action impact on the company
5. Decreased response time to quote requests
6. Contact management
7. Time management
8. Reporting for top management and human resources management
9. Integration with third-party systems etc.

OCLanguage has all aforementioned CRM features, besides that it represents the tool with many unique translation management features, which lead to finance and time savings and increased profitability. All orders in system are handled according to OCLanguage workflow, which includes translation quality management and one-click translated document-sharing option with Customers.