



EVERY POTENTIAL REALIZED

A white icon on a dark blue background showing a hand holding a document with three horizontal lines representing text.

Forms & Documents
Management

A white icon on a dark blue background showing a silhouette of a person in a suit and tie.

Marketing
Management

A white icon on a dark blue background showing three stylized human figures arranged in a circle.

Unlimited Customers

**CUSTOMER
RELATIONSHIP
MANAGEMENT**



THE TOTAL SOLUTION SYSTEM FOR YOUR BUSINESS

CONTENTS

-  Introduction To Customer Relationship Management.....2
-  Sales Module.....3
-  Marketing Automation Module.....4
-  Customer Services Module.....5
-  Analytics & Reports.....6



Marketing Management



CUSTOMER RELATIONSHIP MANAGEMENT (CRM) "Every Potential Realized"

Optimum Customer Relationship Management (CRM) Module covers the complete cycle of sales module from creation of Customer Account, Contact, Lead & Opportunity Follow-up, Quotations and Order to Invoice Generation.

The Marketing module can plan, manage and track the marketing campaigns from development to launch. The Customer Services module includes the Contracts, Case Management and Service Scheduling with online Customer Interaction and Feedback .

Technologies:

- Intranet / Internet based
- Accessible Through Any Browser
- ASP.NET & C# Development Tools
- Microsoft SQL Database
- Mobile Application

Why Optimum?

Product Specific:

- Centralize Customer Information
- Automate Marketing Interactions
- Provide Business Intelligence
- Facilitate Communications
- Track Sales Opportunities
- Analyze Data
- Responsive Customer Service

Product General:

- Business Intelligence Reporting
- In-Built Document Workflow
- Bi-Lingual Arabic/English
- Powerful Security Control
- Fully Integrated ERP

Customer Relationship Management Functionalities:

- Sales Module
- Marketing Automation Module
- Customer Services Module
- Analytics and Reports



Posting Alerts



SALES MODULE

Sales Module provides the comprehensive sales management where the entire sales cycle from Lead to Project Finalization can be managed.

Companies can define their own sales cycle with unlimited number of levels and defined schedules.

Unique Features

Product Specific:

- Unlimited Customers
- Unlimited Sales Flow Levels
- Unlimited Documents
- Multi-level Scheduling
- Sales Tracking
- Management Level Dashboards

Product General:

- Supports Document Attachment
- Posting Alerts (Emails, sms..etc)
- Bi-Lingual Arabic/English
- Powerful Security Control

Sales Module can be used to track the progress of Sales Lead with total control using schedules and workflows.

All supporting documents like quotations, purchase order etc. can be attached to the sales tickets.

Technologies:

- Intranet / Internet based
- Accessible Through Any Browser
- ASP.NET & C# Development Tools
- Microsoft SQL Database
- Mobile Application

Sales Module Functionalities:

- Sales Flow Management
- Schedules Management
- Documents Management
- Customer Database Management



Schedules Management



Unlimited Customers



Customer Services



Unlimited Marketing Campaigns



Unlimited Service Categories



MARKETING AUTOMATION MODULE

Marketing Automation Module as the name suggests automates your entire marketing department and related activities. Users can define complete marketing campaigns electronically and execute it using preset schedules. The corporate website can also be managed.

Unique Features

Product Specific:

- Unlimited Customers
- Unlimited Marketing Campaigns
- Multiple Correspondence Types
- Website Update & Management
- Marketing Statistics
- Management Level Dashboards

Product General:

- Supports Document Attachment
- In-Built Approval Workflow
- Posting Alerts (Emails, SMS..etc)
- Powerful Security Control

Marketing Automation has a built-in functionality of bulk e-mails and messaging which can be scheduled to be sent automatically to all or set of customers. A comprehensive database of customers or potential customers can be managed in the system.

Technologies:

- Intranet / Internet based
- Accessible Through Any Browser
- ASP.NET & C# Development Tools
- Microsoft SQL Database
- Mobile Application

Marketing Automation Module Functionalities:

- Correspondence Management
- Campaigns Management
- Website Management
- Customer Database Management



CUSTOMER SERVICES MODULE

Customer Services Module automates your entire customer services and related activities. Customer Service areas can be pre-defined in system and limited or full access can be provided to customers based on customer type or services used. A comprehensive yet easy to use Customer Support Portal is also available as part of the system.

Unique Features

Product Specific:

- Unlimited Customers
- Unlimited Service Categories
- Multiple Correspondence Types
- Customer Support Portal Update
- Customer Communication
- Management Level Dashboards

Product General:

- Supports Document Attachment
- In-Built Document Workflow
- Posting Alerts (Emails, SMS..)
- Powerful Security Control

Customer Services Module has built-in functionalities of e-mails and messaging which can be scheduled to be sent automatically to all or set of customers.

Technologies:

- Intranet / Internet based
- Accessible Through Any Browser
- ASP.NET & C# Development Tools
- Microsoft SQL Database
- Mobile Application

Customer Services Module Functionalities:

- Customer Support Portal
- Customer Service Levels
- Customer Support/Service Tickets
- Customer Communications



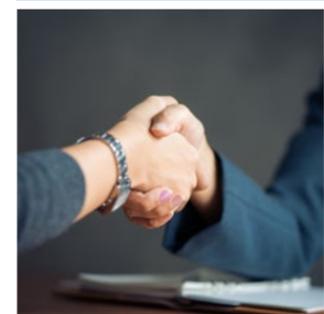
Marketing Statistics



Management Level Dashboards



Posting Alerts



Customer Support Portal Update



Charts & Graphs



ANALYTICS & REPORTS MODULE

Analytics & Reports Module provides most comprehensive analysis and reports with regards to customer relationship management. Users can design their own reports with statistics regarding sales trends, marketing, customer services etc.

Unique Features

Product Specific:

- Unlimited Reports
- Drag & Drop Columns/Rows/Data
- Employee Family Documents
- Report Filters
- Charts & Graphs

Product General:

- Supports Document Attachment
- In-Built Approval Workflow
- Posting Alerts (Emails, SMS, etc.)
- Powerful Security Control

Analytics & Reports Module has built-in pivot and standard reports which can be designed easily with drag and drop functionality.

Reports can be saved in system and refreshed for different periods or criteria.

Technologies:

- Intranet / Internet based
- Accessible Through Any Browser
- ASP.NET & C# Development Tools
- Microsoft SQL Database
- Mobile Application

Analytics & Reports Module Functionalities:

- Pivot Reports
- Standard Reports
- Dashboards



Unlimited Reports



Employee Family Documents

CRM MOBILE APPLICATION FEATURES





Sales Module

Tasks

No.	Date	Current Employee	Customer	Category	Subject	Followup Date
Department: Accounts - 9 Items						
Process: ACC - 01 - Advance Invoice Sent Verification - 4 Items						
5434	08/01/2014	Anmar Hussain Mansoor	Ryhana Magazine	Web Development	Website Redesign and Development	28/04/2014
17517	17/08/2015	Ahraf Bilal	Hyatt Plaza	OPTIMUM Project	Inventory system requirement	18/08/2015
Process: ACC - 02 - Advance Collection Verification - 7 Items						
43261	05/03/2018	Ali Alshahla	Middle East Wealth L.L.C	OPTIMUM Project	Optimum ERP	31/03/2018
4199	26/08/2013	Anmar Hussain Mansoor	Mousada UGL	OPTIMUM Project	Optimum ERP	18/09/2013
35495	03/10/2016	Ahraf Bilal	Wah AlMansour School	Wolke Projects	Wolke School Management System	06/10/2016
38868	04/06/2017	Mohammed Sajid Khan	Shannon Engineering	Wolke Projects	Wolke MyStaff Project	06/08/2017
Process: ACC - 03 - Training Invoice Sent Verification - 19 Items						
4372	08/10/2013	Ahraf Bilal	Al Amthal for Consultancy & Software	OPTIMUM Project	Visa contacts in CVRM	09/10/2013

Customers/Vendors

Logo	Group Code	Code	Name	Country	Tel. No.	Website	A/C Officer	Status	Open Date	Close Date	Action
Company Type : Customer Count: 482											
Relationship : No Relation Count: 338											
Branch : Anshul Group - Bahrain Count: 335											
Category : Industry Classification/Automobile/Car Dealers Count: 25											
Category : Industry Classification/Automobile/Garages Count: 1											
Category : Industry Classification/Automobile/Heavy Equipment Count: 1											
Category : Industry Classification/Automobile/Tyre Parts Count: 34											

Marketing Automation Module

Campaigns

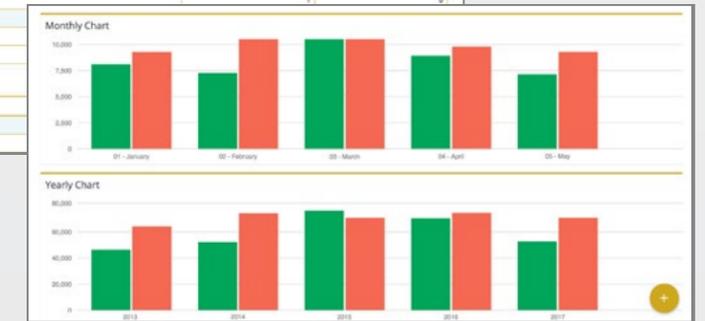
English Name	Arabic Name	Publishing Date	Status
Amthal All Bahrain Contacts	Amthal All Bahrain Contacts	26/04/2017	Active

Name	Title	Company	Follow Status	Ticket
Majdheen Al Saleh	Exec. Management	Sabah Al Saleh		
Waleed Mahmoud	Mkt. Operations	Al Ajem Publishing		
Ahmed Al Sa'ad	Exec. Management	Al Ajem Publishing		
Hani Awachi	Exec. Management	Al Amthal for Consultancy & Software		
Amal Mubashma	Staff. Information Technology	Al Amthal for Consultancy & Software		
Muhammad Al-Ghara	Mkt. Operations	Al Ajem Publishing		
Yasra Al-Chara	Staff. HR & Admin	Al Ajem Publishing		

Marketing Automation Module

Campaigns Inquiries

Category	EMAIL	SMS
Engineering/Telecom/Margover Wolke SMS Campaign	0	34
Architects	0	10
Engineering/Telecom/Margover Wolke Campaign - Total	0	216
Government & Semi Wolke SMS Campaign	69	0
Architects	20	0
Engineering, Telecom & Margover Wolke Campaign - Total	747	0
Government & Semi Wolke SMS Campaign	0	38
Semi Government	0	108
Government	0	33
Government & Semi Wolke SMS Campaign - Total	0	169
	747	385



Customer Services Module

Customer Services Module

Existing Customers

Sign in to your account to track your orders or write product reviews.

Email Address:

Password:

LOGIN

New Customers

By creating an account with us, you will be able to move through the checkout process faster, view and track your orders and more.

REGISTER ACCOUNT

Customer Services Module

CVRM Dashboard

Dashboard

432
TOTAL TICKET

0
OPEN TICKETS

1
TICKETS CLOSED BY US

428
CLOSED TICKETS

Outstanding Tickets

New Ticket

Tickets Inquiry

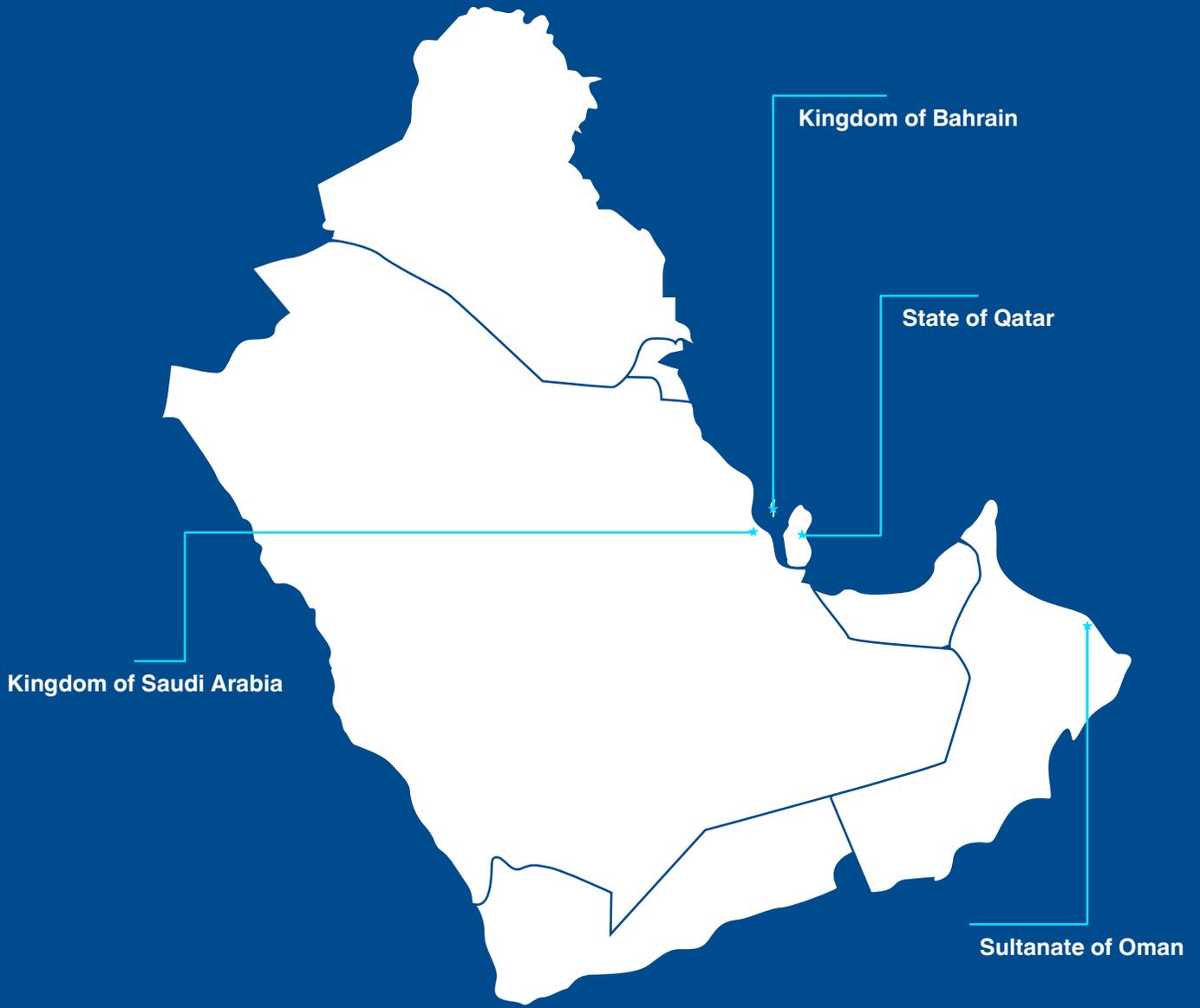
Company Profile

Closed Tickets

Closed by us

Open Tickets

Total Tickets



REGIONAL OFFICES

BAHRAIN

P.O. Box 2949
 Manama, Kingdom of Bahrain
 Tel. +973 1729 7227
amthaladmin@al-amthal.com

QATAR

P.O. Box 31122
 Doha, State of Qatar
 Tel. +974 4450 3659
amthaldoha@al-amthal.com

SAUDI ARABIA

P.O. Box 3674
 Al Khobar, Kingdom of Saudi Arabia
 Tel. +966 5357 6606 0
khaleeji@al-amthal.com

OMAN

P.O. Box 1801
 Muscat, Sultanate of Oman
 Tel. +968 2447 2223/4
amthaloman@al-amthal.com

