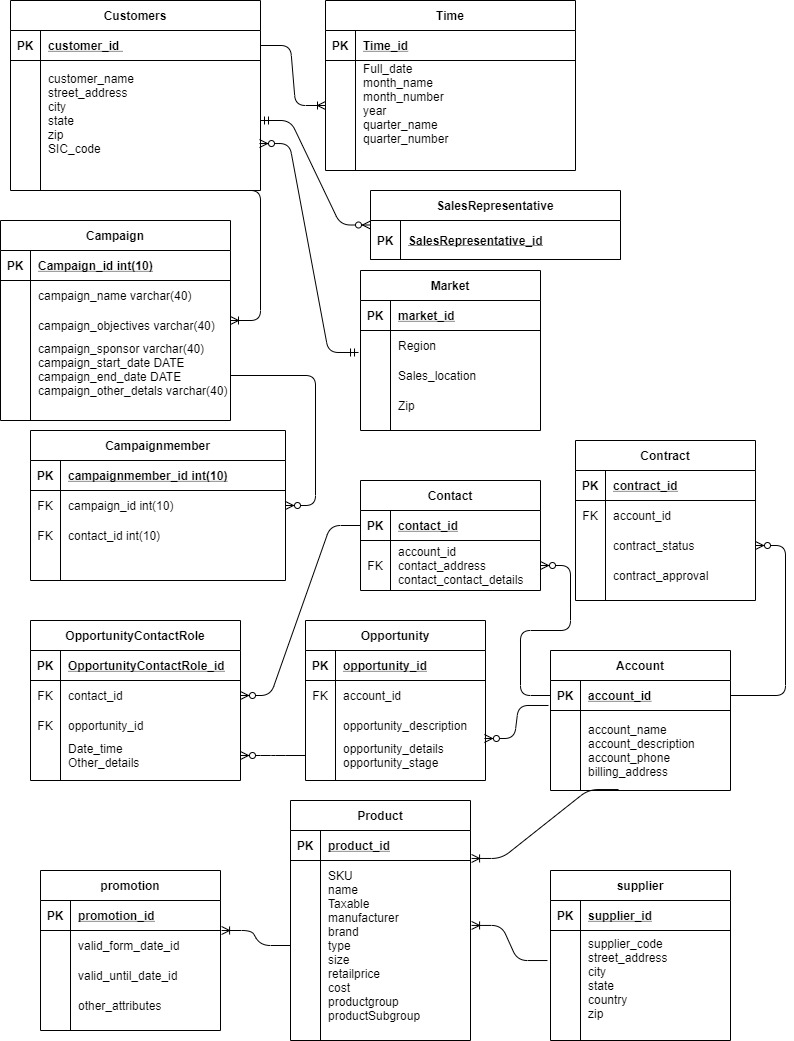
Group: Mustafa Poonjla and Javairia Junaid

Topic: CRM for telecom industry

Component 2:



Lead

This is a potential customer in the first stage of the sales pipeline. Leads can come from inbound marketing, a list of names, responses to an ad or other campaign, referrals, and other sources.Account:

This is an individual or group record for each customer, company, organization and other contacts. In some cases, the term "account" will replace the name of the company in correspondences.

Campaign:

A campaign is a series of marketing efforts, such as email marketing, social media marketing, print and online ads, direct mail, events, and product launches.

Contact

This is an individual record storing a customer's name, phone number, email, mailing address and other information. A contact can also be a prospect, company, associate or other party your sales representatives interact with.

Opportunity

This follows the prospect stage of the sales pipeline, referring to a contact who has gone through customer valuation, is qualified and offers an opportunity to close a sale. At this stage, most details of the deal are already known and have been discussed.

* A Contact may have one or more Opportunity
* An Opportunity can be for one or more Contact
* A Contact may have one or more Account
* An Account belongs to a single Contact
* An Opportunity can have one or more Account
* An Account belongs to a single Opportunity
* A Contact may belong to one or more Campaigns
* A campaign may have zero or more Contact and zero or more Customers

A CRM project full fills the following below for any particular industry:

* Target contacts in his market
* Know the needs of its customers
* Segment your messages and proposals
* Customize the commercial offer
* Satisfy the customer (price, quality, deadlines, purchase route, experience)
* Improve the way it responds to customer expectations
* Maintain a competitive advantage in its market