



# VIBGYOR CRM

## Vision

To simplify corporate and customer communication by providing easy to integrate IT solution which helps in automating workflow of organization infrastructure

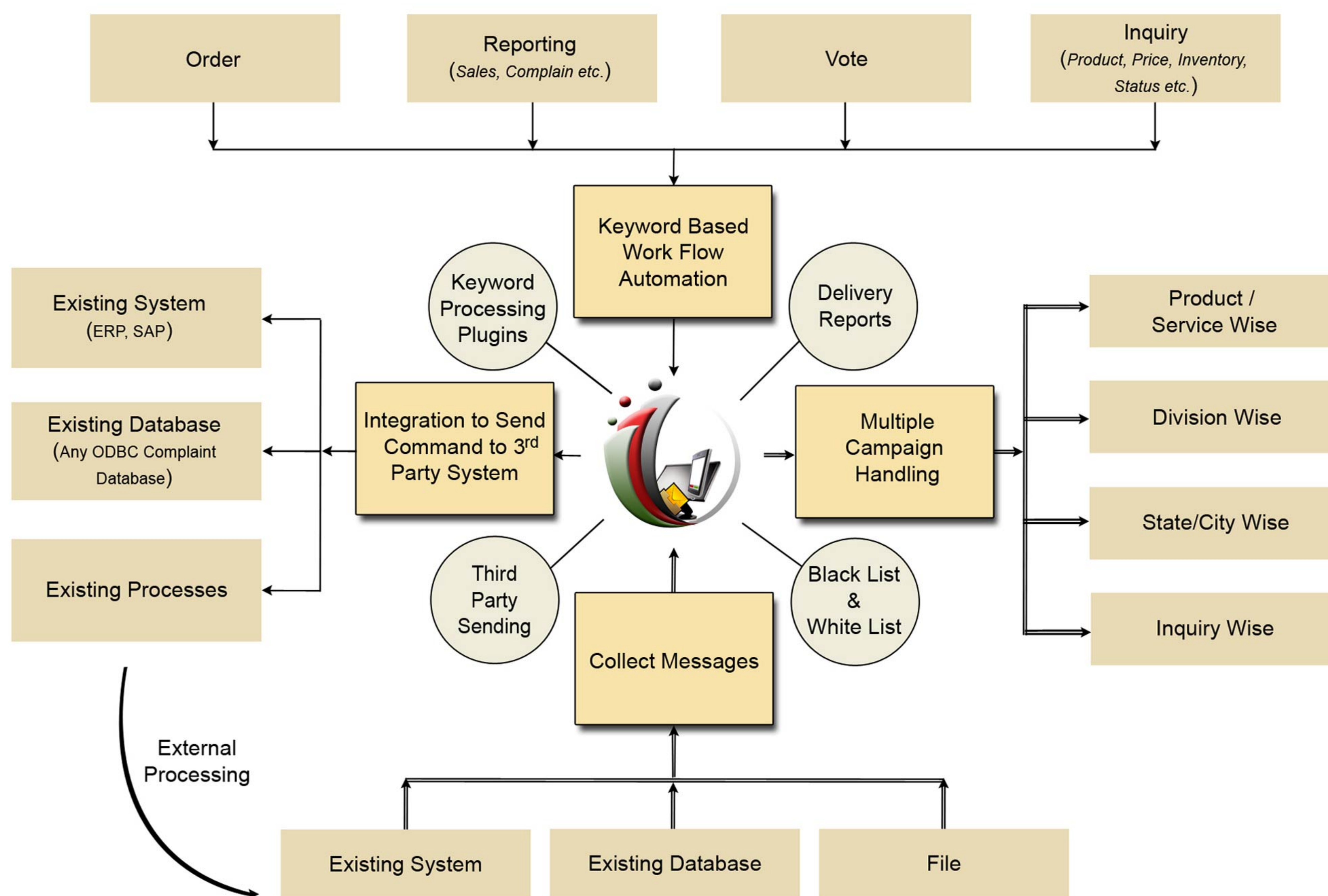
## About VIBGYOR CRM

VIBGYOR CRM is an IT solution to simplify corporate and customer communications. It can be easily integrated with other systems to automate the SMS based workflow of organization infrastructure. Workflow automation includes sending & receiving of information through SMS and processing the same for further communication. VIBGYOR CRM automates, standardizes and thus simplifies the organizationally essential communication processes reducing communication overheads.

VIBGYOR CRM offers three different variants according to organization needs: VIBGYOR CRM Standard Edition, VIBGYOR CRM Premium Edition and VIBGYOR CRM Enterprise Edition.

VIBGYOR CRM has achieved Customer satisfaction with installations & integrations with SAP and ERPs.

## Why VIBGYOR CRM?



## Possible Benefits

- **Port:**  
Cargo / Container / Vessel Tracking using push 'n' pull SMS
- **Finance**  
Send and let Customers retrieve critical informations like Outstanding, Cheque/EMI Bounce, Loan Approved / Disapproved, Pending / Required Documents and Total Branch
- **Banks**  
Let Customers Retrieve Account Status and send alerts of Account Credit/Debit, Alert on debit of higher amount and PDC shortfall alerts
- **Sales**  
Automate Sales Processes and Information flow like Onfield Call Reporting, Sales Target Status, Incentive Claim Status, Order Booking and Inventory Status
- **Systems**  
Receive or fetch important system informations like Server Down / Up Alerts, Server Room AC Temperature Alert and UPS Remaining Backup Alert
- **Attendance**  
Mobilize Attendance procedures and informations with Late coming Alerts, Absentism Information, Early going Alerts and Leave Application & Confirmation/Rejection along with Leader and HR escalation
- **Issue Tracking**  
Track and resolve Employee & Customer Support related or other kinds of issues via Push-Pull SMS with features like Issue Reporting, Resolution status reporting by Concerned person and Issue Status tracking along with escalation methods
- **Quiz**  
Run Quiz contests; Ask questions & get Answers, Process the contacts with correct answers, Process further for other questions or winner identification and Reply back Correct/Incorrect answer



Feature List

### SMS Sending

- Send SMS from Data File
- External Integration for SMS
- Extra Fields in SMS import
- Mobile Sending
- SMS Generation Plug-in
- Auto Identification of Broken Connection to SMS Server
- 400 Characters typing limit (160 characters per SMS)
- Configurable Header & Footer in SMS

### External Devices

- GSM Modem
- Black List and White List for Inbox

### InboxSMS

- Black List and White List for Inbox
- Inbox Reports

### Keywords

- Keyword Configuration up to 20 Keywords
- Keyword Wise Reports
- Fixed & Variable Length Keyword Support
- Fixed & Variable Length Parameter Support for Keyword
- Black List and White List for Keywords
- External Integration for Keywords
- Keyword Processing Plug-in
- Keyword Wise Auto Responders

### Reports

- Reports
- Advance Reports

### Delivery Reports

- DR Reports

### External Sending

- Send SMS through VIBGYORtel
- Send SMS through Third Party

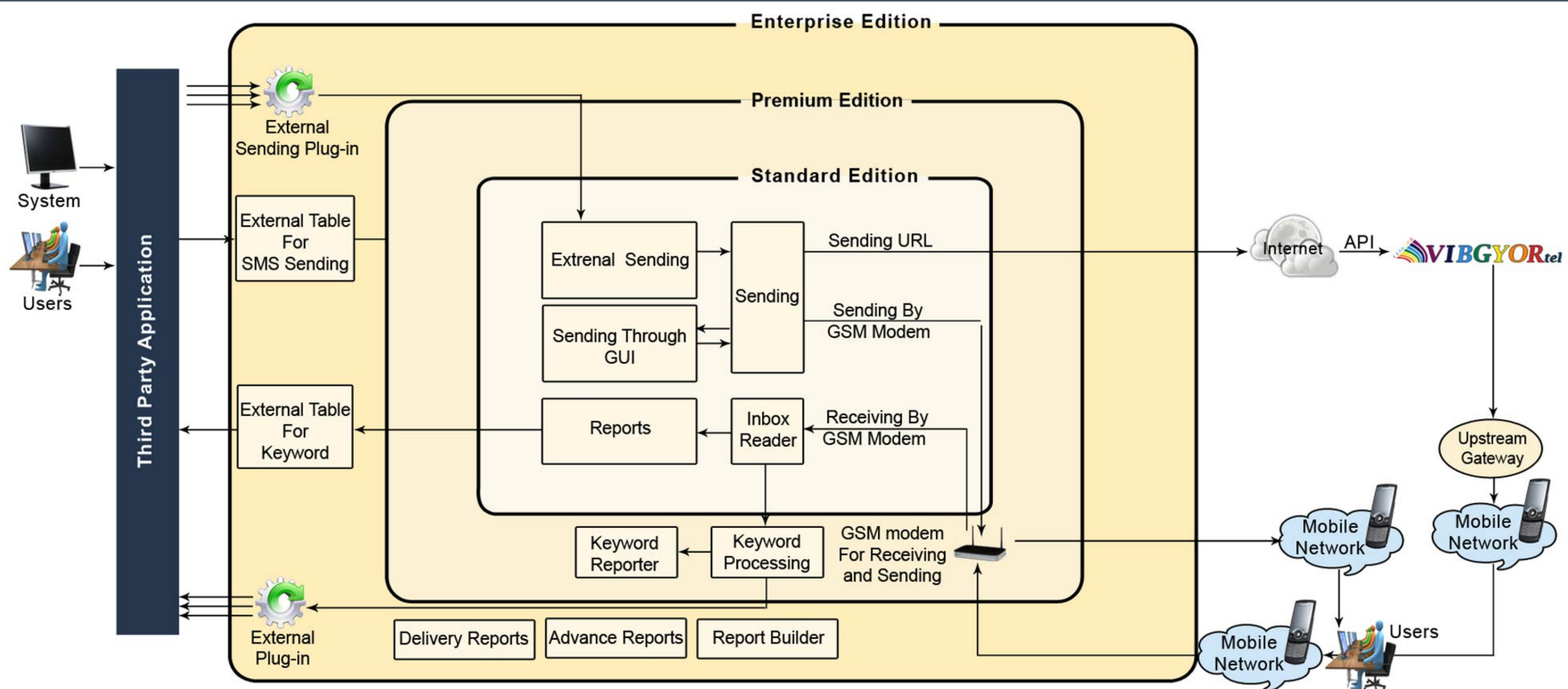
### Standard Features

- Block Numbers
- Support of Multiple Sender ID
- Address/Phone Book
- Groups & Group SMS
- Sender ID Binding with Groups
- SMS Templates
- Scheduled SMS
- Export Reports
- Address Book Import/Export
- View Available Credit

### Database

- Supported External Databases (Any ODBC compliant database, MS Access, ORACLE, My SQL & SQL Server)

System Architecture



VIBGYOR CRM Variants

Category	Feature	Standard Edition	Premium Edition	Enterprise Edition
SMS Sending	General Features (Send SMS from Data File, External Integration for SMS, Mobile Sending, Auto Identification of Broken Connection to SMS Server, 400 Characters typing Limit (160 characters per SMS) , Configurable Header & Footer in SMS)	✓	✓	✓
	Extra Fields in SMS import	✗	✓	✓
	SMS Generation Plug-in	✗	✗	✓
External Devices	GSM Modem (Optional in Standard Edition)	✓	✓	✓
	Black List and White List for Inbox	✓	✓	✓
Inbox	Inbox Reports	✓	✓	✓
	General Keyword Based Automation (Keyword Configuration up to 25 Keywords, keyword wise Reports, Fixed & Variable Length Keyword Support, External Integration for Keywords)	✗	✓	✓
Keywords	Keyword Wise Automation with Plug-ins (Black list and White List for Keywords, Keyword Processing Plug-in, Keyword Wise Auto Responders)	✗	✗	✓
	SMS Reports	✓	✓	✓
Reports	Advance Reports	✗	✗	✓
	DR Reports	✗	✗	✓
Delivery Reports	Send SMS through VIBGYORtel	✓	✓	✓
	Send SMS through Third Party	✗	✗	✓
External Sending	Block Numbers, Support of Multiple Sender ID, Address/Phone Book, Groups & Group SMS, Sender ID binding with Groups, SMS Templates, Scheduled SMS, Export Reports, Address Book Import/Export, View Available Credit	✓	✓	✓

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