

## Centra Hub launches CRM Express to facilitate digital transformation

Centra Hub has launched CRM Express, a CRM system that will enable organisations on their digital transformation journey. The solution is intended to streamline the sales management processes of businesses from 'enquiry to cash' with automated campaign management, opportunity management and follow-ups with pre-defined quotation structures and proposal templates.



Nisith Naik, CEO of Centra Hub

Centra Hub's new CRM Express is a digital transformation CRM system that will provide robust campaign management and tracking to allow for campaign creation, tracking campaign budgets and actual spends, define campaign targets of lead count, opportunity count and revenue targets.

Each lead or opportunity created within the CRM Express will then be tagged to the corresponding campaign providing a detailed visibility towards campaign success. The system will also provide proactive alerts on targets, achievement, deviations and also govern campaign execution tasks through proactive activity controls.

"According to most research and studies related to sales, opportunities are converted into sales wins with a minimum of six timely follow-up interactions. Research also shows most sales personnel drop their active follow up mechanisms after three reach-outs to prospects. Consequently, a significant portion of the pipeline that sales teams are chasing results in a no-sale scenario. To add to it, adhering to deadlines and keeping a strict watch on timelines are a critical part of a successful sale," said Nisith Naik, CEO of Centra Hub.

"The simple step of managing follow-up prospects boosts the conversion ratios, which in turn boosts the organization top-line and profitability. These follow-up triggers can be specific to role, region, product, team, prospect or any other parameter of the business, thereby ensuring that the policies of the organisation are embedded into the CRM, allow it to take active role of sales management and administration," Naik added.

Centra's CRM Express can automatically identify conditions, where a process can be approved or escalated for approvals on pre-defined data parameters. If the approval authorities do not react to the approval requests within a pre-defined timeline, the system can be triggered to automatically remind the approver, reroute the approval request to a different person, role or hierarchy, or have the system take the decision to auto-approve or auto-reject the approval request.

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