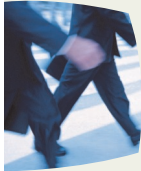




▶ 7 MORE REASONS WHY  
BLUWAVE CRM IS SOUTH  
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CRM.....1



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# BluWave CRM

ADDRESSING THE NEEDS OF SALES CHAMPIONS AND  
CEOS EVERYWHERE - BOOSTING PROFITS WHERE IT COUNTS

*A good CRM Solution can make your sales force up to 30% more productive. It can also save you hours of paperwork. But all CRM Solutions are not alike. Read on to find out what to watch out for.....*

## How to Choose a CRM Solution

A CRM solution should firstly be a tool for the sales person to assist him to be more productive and effective at all his objectives. If the sales team can manage their customers, activities, and quotes more easily, this will free up more time to interact with customers. Studies show an average of 30% increase in productivity of such a system is employed.

Increased productivity is just the start when measuring benefits of a CRM system. There are benefits for sales management from a centralised, national opportunity and

customer database. Your marketing team benefits both from market feedback as well as an up to date private market place of clients and prospects. Strategically management reap the benefits of accurate market information, harnessing your "IP" from personnel who leave your organisation. Most importantly however are the benefits your customers experience from your application of a CRM tool - making it easier for customers and prospects to do business with you.

On the flip-side....

### If the System is Slow, it can be expensive

Think about it. If you've got a team of 50 people and they lose 5 minutes each day due to an inefficient system that equates to 250 minutes a day 250 minutes a week and over 60,000 minutes (1,000 hours a year). Break that down to a rate of R600 per hour and a slow system can end up costing you R600,000 per year' And that's a big problem, because many of the CRM Systems sold in South Africa have their.... (Cont. on page 2)





(From Page 1) ..data servers based overseas, which poses a number of problems including slow support (even if they are good, you need to take time zones into account) and access to your information taking much longer.

BluWave Software has their data centre situated locally in South Africa, making internet access instantaneous and ensuring the productivity of your sales force while also being there for easy access when you need support.

While that's an essential benefit every South African company needs to consider, it's only one of the reason companies like Mercedes, Mitsubishi, Altech, Fuchs and ABB swear by our "no compromising on quality" CRM Solution. Here's...

## 7 more Reasons why BluWave Software is South Africa's Most Trusted CRM Cloud Solution...

Well respected journal - Harvard Business Review states that companies who use a CRM system can expect an increase in sales of 30% or more! Not only that - selling costs came down by up to 25%

### **Reason #1: Simple Design Philosophy**

What distinguishes BluWave CRM from other systems is its simple design philosophy. It is easy enough for the most computer shy sales executive to start using immediately with instant results.

- Easy System Navigation. The system is designed to allow users instant access from anywhere to a client, contact, opportunity or activity.
- Leading User Interface Design Scientists were consulted in our quest to optimise ease of use of the system.
- The system Structure mirrors a sales person's daily activity - he manages his active opportunities, his activities and tasks and his customers and contacts. Similarly, the system has these 3 views: Activities, Companies and Opportunities.

Managers no longer have to extract and collate sales team statistics, these are emailed to you weekly in graphical format.

### **Reason #2: Ease of Implementation**

- Complete your implementation with our professional consultants from order to up and running in less than 10 hours
- BluWave is a cloud based system—no user or server installation or special IT skills are required. No additional software is required.
- Our BluWave Learning Centre gives you access to short training video's and other training materials.

**SMARTER  
IMPLEMENTATION:**  
Experience vs.  
Seat of the pants



BluWave's proven implementation methodology has stood the test of time. More than 500 implementations later we can proudly say we know what makes CRM work.

### **Reason #3: Precise Market Info**

More precise market information allows you to pinpoint lucrative niche markets, and timely competitor feedback ensures you act quickly and decisively to ward off any customer losses.

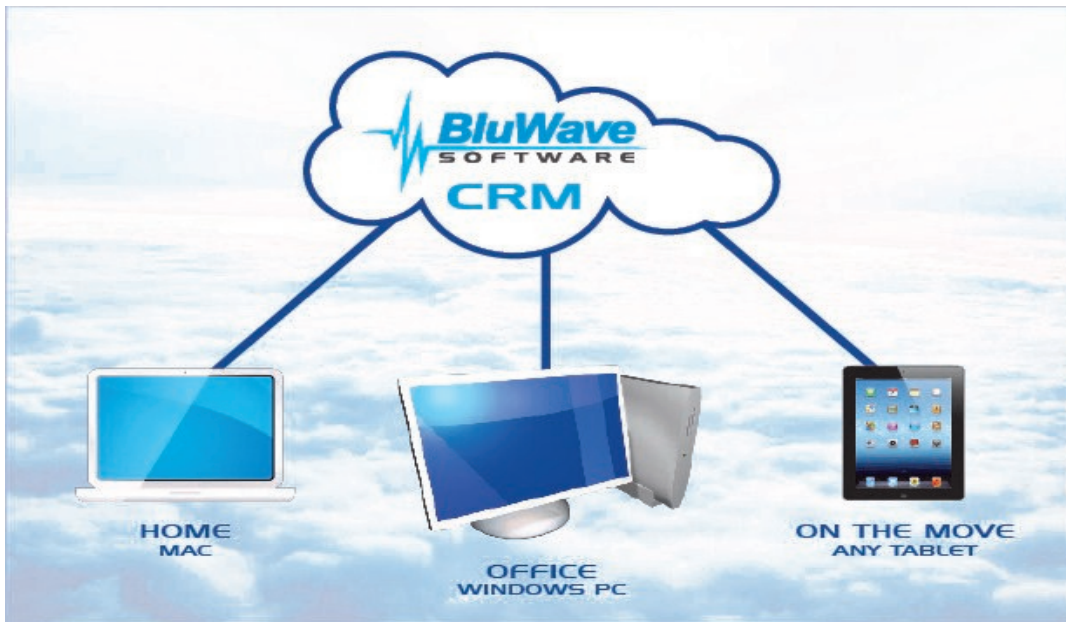
### **Reason #4: Helps Keep Track of Key Statistics**

Smart data graphs paint a graphic and dynamic picture of how the whole sales force is doing, allowing management to take proactive action during the sales period.

A real-time graphical dashboard gives users and managers instant access to key information. The graphical sales pipeline gives you an instant visual on the value of orders in the various stages of your sales pipeline

### **Reason #5: Instant Access from Anywhere = More Time to Sell**

Use any internet enabled device to access the system from anywhere.



### **Reason #6: Integrates Easily With Your Existing Software**

BluWave integrates with calendaring programs, including MS OUTLOOK, Google calendar, and Lotus Notes. BluWave files emails to and from clients from any email program. Most importantly BluWave integrates with most of the accounting systems in the South African market including Pastel.

### **Reason #7: No Hidden Costs**

Your BluWave license fee includes telephone support as well as software upgrades.

Once you are up and running you will have free telephone support in office hours - no limits.

Tablets are changing the way business people and individuals communicate forever. We have used Internet development technology to enable the full BluWave CRM to operate on your iPad or any other tablet device which has an internet browser connection.

Your reps can connect to the Internet with either a 3G or Wi-Fi connection: allowing them to work from home, in the field and at wireless spots, making them more productive.



Tablet User Feedback.....

Interestingly we trained our first 2 sales teams on their tablet devices in a 2 hour training session. The overwhelming feedback was that they were much easier to use than they had expected

### **The Most Cost Effective Way to Increase Market Share & Boost Profits**

BluWave CRM is the Driving Force by which your best prospects and customers are identified, located, persuaded, motivated, converted, and cultivated in a manner that maximizes sales and profits with minimum effort.

It doesn't matter if you are a sales person, product manager, marketing director, sales manager, or Managing Director - you will derive a benefit from BluWave CRM

Contact Tania on 011 4626871 or 082 414 9138 for a free consultation.

Email [sales@bluwave.co.za](mailto:sales@bluwave.co.za)

