



BluWave CRM



Our clients want to grow fast and stay lean. Our affordable BluWave CRM Software and our expert consultants deliver.



Enhance New Business Development



A key focus of a CRM implementation is to automate sales processes. Selling activities are by nature admin intensive.

Reduce Sales Data Clutter, Boost Results by 30% with BluWave

BluWave has a simple structure to organise the huge volumes of data your sales teams work with: activities, quotes, deals and client database. From this data organisations experience 30% productivity improvements.

BluWave CRM Integrates with Email and Calendar

BluWave CRM built in integration with email clients and calendars (Outlook, Google calendar/Gmail, etc.) Automatically file email conversations in the customer activity history. Calendar appointments are synched with your calendar system.

ERP Integration.

Auto post quotes & new customers to your ERP system to streamline the order process.

80% Faster Quotes: Turbocharge Your Sales Pipeline with Automation

A flexible quote automation tool reduces quote generation time by 80%.

Drag & Drop Deals: Visual Kanban Boosts Sales Agility

A visual Kanban board is used to allow drag and drop updating of deals statues.

Hot Prospect	Sale Won	Lost to Competit
ABC Truck Tires-BluWave Service Implementation for 10 User Team Quote: 2543 2023-09-30 Stuart Lowe (BW)	Magic Box-Bluwave CRM Implementation for 3 users Quote: 2539 2023-09-30 R 25000	Burns Industries-Blu CRM Implementation users Quote: 2517 2023-07-31 Stuart Lowe (BW)
Burns Industries-Blu License Renewal Quote: 2516 2023-09-30 Stuart Lowe (BW)	Magic Box-BluWave Service Implementation for 20 User Team Quote: 2544 2023-09-30 R 15000000 Alistair Barker	Burns Industries-254 from opp Quote: 2023-08-31 Stuart Lowe (BW)
Byron's Photography- Bluwave CRM Implementation for 3 users	Dyl's Phone Systems- Bluwave Service Implementation for 4 users	Burns Industries-test 2549 from Opp Quote:

Drag and Drop Deals Using the Kanban Board

Improve Customer Retention & After-Sales

By improving your customer retention and after-sales, you can unlock higher profits, brand loyalty, and reduced marketing costs in one fell swoop.

Account Management /Customer Retention

There is support to enable the sales team to pro-actively manage the customer base. They can plan regular contact with cycles and can use the account management visual dashboards to check that all customers have had regular contact over the month and over a rolling year.

Sales Rep: Alistair Barker														
Completed Activities			Date											
Customer Type	Company	Activity Type	Mar 2023	Apr 2023	May 2023	Jun 2023	Jul 2023	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023	Jan 2024	
	Acrobatch	Email	0	5	0	1	0	2	4	2	2	4	0	2
		Face to Face	0	3	0	0	0	0	0	0	2	0	0	0
		Telephonic	0	2	0	0	0	0	0	0	1	1	0	0
	Black Briar	Email	0	0	0	0	0	4	6	0	2	0	0	0
		Face to Face	0	0	0	0	0	0	1	2	0	0	0	0
		Telephonic	0	0	0	0	0	0	2	1	0	0	0	0
	Captain Ed Mercer	Email	0	4	1	2	0	0	0	0	0	0	0	0
		Face to Face	0	1	1	1	0	0	0	0	0	0	0	0
		Telephonic	0	2	0	2	0	0	0	0	0	1	0	0
	Coruscant	Email	0	6	1	4	1	1	0	6	0	3	0	0
		Face to Face	0	1	0	0	1	0	0	0	0	0	0	0
		Telephonic	0	2	0	0	2	0	0	0	0	0	0	0
	Go Bolders	No Recent Activities	0	0	0	0	0	0	0	0	0	0	0	0
	Growler Properties	Email	0	1	0	0	0	0	0	0	0	3	0	0
		Email	0	0	0	0	0	0	0	0	0	7	0	4

Visual Representation of Customers Contacted

Integration with Accounting/ERP Solution

Is available for BluWave CRM. We offer both pull integration to refresh invoice history and the debtors and items daily as well as push integration to convert BluWave quotes to a Sales Order or Invoice in real-time.

- Push Integration The sales team can generate their quotations in BluWave CRM and then once sold "push" a sales order in real-time using the web API.


- Pull Integration The BluWave integration module is install on the ERP server of on-premise ERP solutions. The module is set up to read once a day in order to synchronise any new debtors that may have been added so that we keep the customer debtors account numbers in synch. The pull can also do a daily read of sales invoices into BluWave. Import of daily sales has the benefit of providing an accurate purchasing profile of each customer at a touch of a button for the rep in BluWave. In addition it is used to track the salesperson's performance against his budgeted turnover. The pull integration can also be used to update pricing and stock on-hand per stock item on a nightly basis to support the quoting process. The BluWave price list can be updated via an Excel import if preferred.

Tracking Product-Level Relationships

BluWave CRM can be used to track recurring revenue by tracking the usage cycles for a specific product. The system can generate automated reminders on email to both the customer and the sales team as well as scheduling reminder tasks for the sales team. There is also an import from Excel for specific customer price contracts with an expiry date. These are used by the quotes automation system to ensure that customers are quoted the correct price.



Automate Marketing Campaigns & Lead Nurturing



Business cannot achieve ROI from a CRM solution by feeding in data. Use automated marketing processes to enhance the efforts of your sales team.

Drip Campaigns

Use Drip Campaigns to support the selling activities of the sales team. For example, while the sales team are engaging with a new customer a series of timed messages can be triggered to enhance your company image & brand.

Improve Relationships

Use important anniversary dates of service due dates, agreement expiry dates to send automated prompts to offer additional services.

Automate Tasks

Automate internal workflow messages to replace manual tasks – e.g. prompt a salesperson when a new lead is assigned to them, advice the sales manager of a new high value appointment.

Mailing List Management

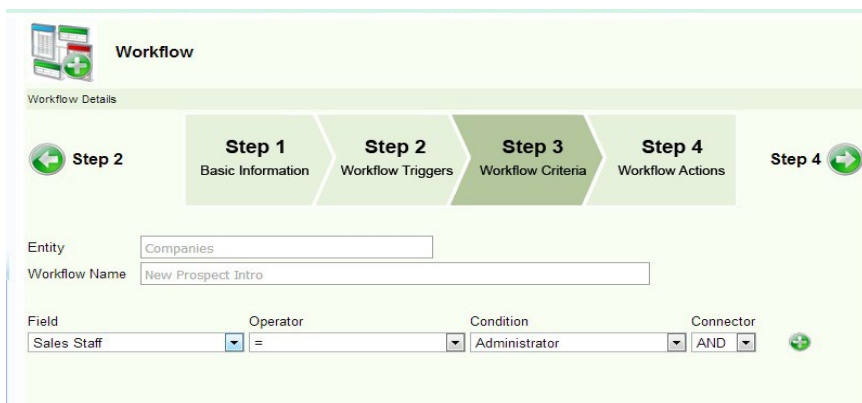
The system has a list generation function to allow you generate lists for email or SMS merges. You can generate lists on company details, contact details, activity history and opportunity tracking history. Generate targeted lists and output to any web-based mailing package.

BluWave CRM Has built in free integration with the “Mail Chimp” web-based bulk mailing system. This interface reads the results of bulk mail promotions and updates BluWave CRM with the following results:

Workflow Module Designed for Ease of Use by Users

In all our development efforts we strive to develop practical solutions that an SME can easily apply without having to bring in experts. The design of the new function is wizard driven with 4 easy steps to follow to add an automated process to BluWave CRM.

Workflow Wizard



Field	Operator	Condition	Connector
Sales Staff	=	Administrator	AND



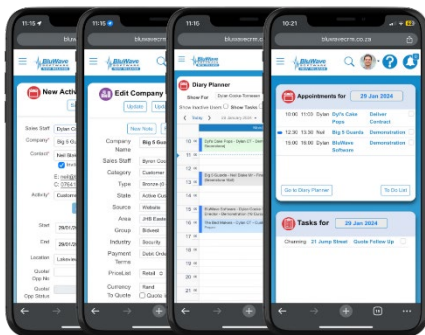
Why BluWave CRM – Unique Design, Built-In BI



Unique Design – 100% Mobile Responsive

BluWave CRM is designed to be fully functional across all platforms, PCs, Laptops, Tablets, and Mobile Phones. A unique feature, BluWave CRM is 100% mobile responsive.

Carry Your CRM in your pocket, update contacts, activities, and appointments on the go!



Document Management

BluWave CRM can store all customer documentation. The system automatically stores every quote and revisions in the document storage system. User can attach multiple documents to each opportunity – customer specs, tender docs etc. Multiple documents can also be attached to the customer product/service sold such as signed customer agreements.



BluWave is a local CRM system priced at local pricing and supported by local teams.

Free Services and Support:

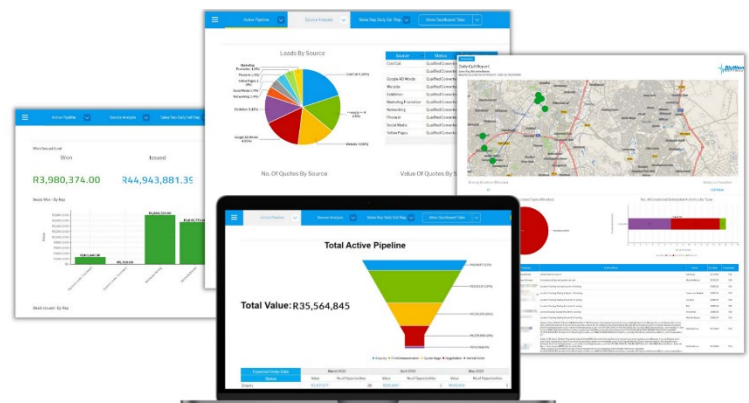
As a BluWave Customer the following FREE services are included in your monthly license fee to ensure on-going returns on your system:

- We offer a free training guarantee to delegates whom attend our training. If users need help with something on the system there is no need to worry as we offer unlimited free personalised workshops with a trainer on Zoom. Users can request assistance on all areas they are getting stuck on.
- Free BluWave support via telephone and email.
- Bi-monthly newsletters covering not only the system functions, but useful digital marketing tips and ideas crafted by our group of skilled digital marketing experts.

BluWave BI: Track Important Metrics and KPIs

BluWave BI (Business Intelligence) comes free with BluWave CRM & BluWave Service. On the CRM side we have 30 Dashboards with over 200 reports and on the Service side the system has 7 Dashboards with over 40 reports.

Management may need custom Dashboards or KPI reports to manage their teams or to report to Executive management. These can be developed rapidly by our implementation team with this Excel-like tool.





Why BluWave CRM- Implementation & Training



Critical in a CRM implementation for SME's is to have a fast turnaround time. Our turnkey implementation ensures this.

Turnkey Implementation Process

Our expert consultants will assist in planning and driving your implementation process. This service varies depending on each client's requirements and all services are offered via online consultations and training courses for your convenience and to minimise the implementation costs

- Project planning consultations to define strategic objectives and set out the plan for all implementation activities.
- Data integration specifications considering both once off imports, and regular daily or real-time interfaces with your other systems eg. ERP, bulk mailing and calendaring and email.
- Transfer of existing available data to maximise the time to go-live with as little impact on the sales team as possible
- Hands-on meetings with our skilled consultants to assist you to configure your CRM and train the System Administrator.
- Designing an approach to go live.
- Training of end users.
- Training on management dashboards and automation of broadcasts of your reports and dashboards to users and managers.
- Workflow design and setup to streamline flows of information between departments and to automate marketing campaigns where appropriate.
- Free on-going customer success consultations to continually extend your application of the CRM solution so as to maximise your value from the system

Contact Us:



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