



ANOUD⁺

Customer Relationship Management (CRM)

Enhance Customer Engagement

Anoud+ CRM gives a comprehensive perspective of customer transaction histories and journeys to maximize lifetime customer values.

Get a 360° View of Client Dealings



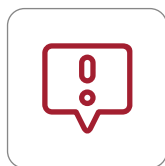
Quotations



Policy Purchases



Claims



Complaints



Telephone Calls



Online Interactions

The Anoud+ Advantage



Customer Perspective

Track customer journeys to ensure responsiveness to customer actions and requests.



Task Management

Allocate tasks to team members based on data from Anoud+ Core Insurance Modules.



Smart Email Alerts

Deliver personalised experiences with an automated SMS/email marketing platform that customises messages.

Integrations

Cisco IP Telephony

Chatbot

WhatsApp for Business®

SMS and Email

Leads from
Third-Party Websites

MS Outlook®

Key Functionalities



Robust Analyticst

Cut through the noise and data to predict revenue generation and manage team performance through real-time dashboards, which include:

- Call log analysis
- KPI-related task analysis
- Revenue generation
- Agent performance analysis
- Emails with peak time analysis
- Lead conversion analysis

Customer Insight Reports

Understand your customers better through reports on:

- Correspondences sent
- Clicks
- Conversion rate
- Subscribes/unsubscribes