

CRM Cloud Service Vital CRM

Galaxy Software Service

By: Flora Hu

GSS 叡揚資訊
Galaxy Software Services

vital



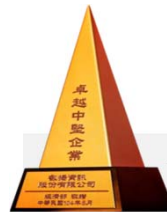
GSS 叡揚資訊
Galaxy Software Services

Galaxy Software Services
Established in 1987

Staff Number: more than 500

Headquarters: Taipei
Offices: Kaohsiung, Shanghai

Customers:
Taiwan, Greater China, Japan,
South Africa, Australia



3rd Taiwan
Mittelstand
Award



LEVEL 3
CMMI

CNS 3
15190
軟體能力成熟度

vital



5 essential characteristics of Cloud Service

- on- demand self-service,
- broad network access,
- resource pooling,
- rapid elasticity,
- measured service.

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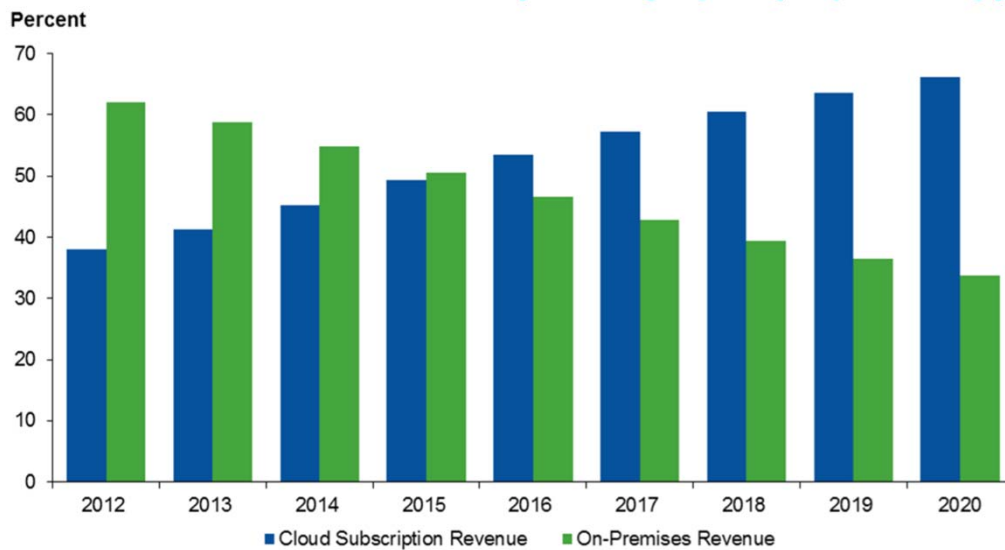


**2015 is the tipping point for CRM
When Spending on Cloud SaaS
Will Exceed Spending on On-
Premises CRM for the First Time**

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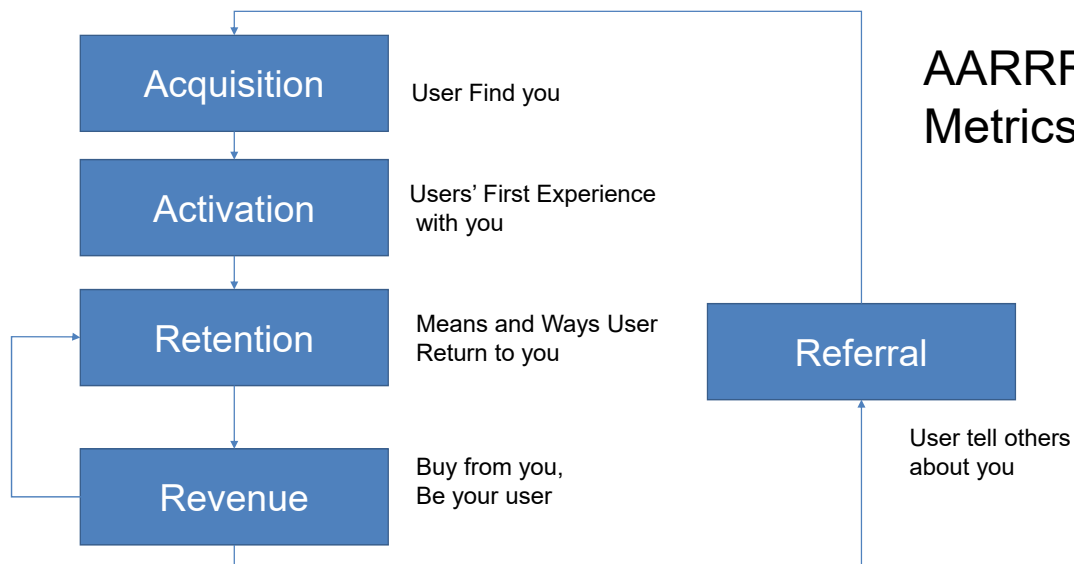
CRM Worldwide Software of Spending by Deployment Type



Source: Gartner (August 2015)

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AARRR Metrics



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The Most Common Goal for CRM

- Customer Satisfaction
- Customer Understanding
- Sales Person Productivity
- Cross-selling and upselling
- Marketing effectiveness
- Customer Acquisition
- Cost to Serve

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Vital CRM



A Cloud Business Software

- on- demand self-service,
- broad network access,
- resource pooling,
- rapid elasticity,
- measured service.



Vital CRM is re-branded from Videgree in 2016.

 Vital



O'Ringo林果良品- 回到鞋工藝的美好年代

Founder : Alu
 - **2nd generation of a Shoe Company**

<http://www.oringoshoes.com>

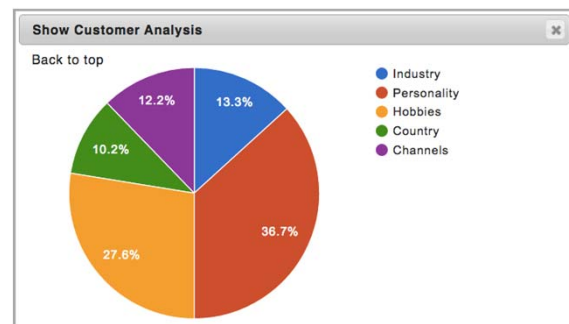
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Using "Tag" for client classification

- Classifying customers with visualized tags allows for quick access to specific customer groups, helping to engage your target audience in an easy way.



Analyzing consumer buying behavior

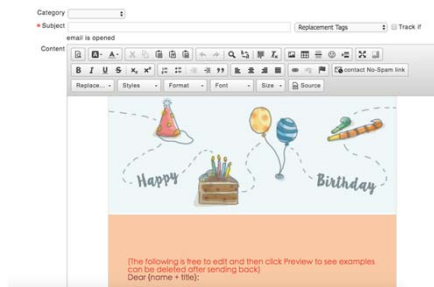


- Customer attributes and preferences
- Easy and Clear for Customer Care and Mmarketing Segmentation

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Personalized e-mail and SMS Service

- Feel the hospitality with personalized information
- Pre-defined Message Pattern such as Birthday Greeting makes customer engagement easier



Send time Send Now Schedule For Send before Anniversay

Send message days at

Scheduled SMS Dispatch
Automatically sending greetings on special occasions

Dear Customer ❌

Dear John ✅

Vital

Customer Care By Pre-defined Auto-Trigger Smart Message Agent

The 3rd week: one year warranty The 330th day: free heel tips replacement

The 3rd day: free exchange of shoes The 3rd month: craftsmen's stories The 3rd year: 20% discount for loyal customers

- Continuous customer engagement
- Not just about buying shoes
- Establishing friendship
- Delivering pleasant shopping experience for customers

Call Alan Jao: Make a call
30 after Day1. 11:00 to 12:00

Dear {Name}, thank you for being our VIP customer.
Send Now

The right to being a VIP
7 after Day1. 11:25

(名(姓名聯絡人))您好 感謝您選購林果良品的手工鞋，林果良品一直秉持穿著者都有最佳的感受，因此，提供了14天的免費運費的尺碼更換服務，若有您在收到鞋後覺得穿得不適合，都歡迎您將鞋更換成更適合您的尺碼，請您在此找到最適合您的鞋，林果良品會一直在此為您服務，感謝！
腳本啟用後3天的 11:00

(名(姓名聯絡人))您好 希望您喜歡這雙鞋，林果良品有提供一年的保固期免費維修的服務，若您在這一年間有任何問題，都歡迎您回來好好維修一下囉！
腳本啟用後21天的 2:00

(名(姓名聯絡人))您好，專屬於您腳上鞋的老工匠故事
腳本啟用後90天的 2:00

(名(姓名聯絡人))您好，林果良品的鞋跟了您快一年了囉！我們有天然一年內免費更換的服務囉，歡迎您帶鞋回來，我們將免費為您的鞋換上牛皮，讓您的鞋煥然一新！
腳本啟用後330天的 12:00

(名(姓名聯絡人))您好 您擁有林果良品的鞋到今天已滿3年了囉！如果想想換新的手工男鞋，林果良品都非常歡迎您回來，只要穿著之前的鞋來店，新鞋就打八折囉！專屬於您的鞋，專屬於您的林果良品，等待著我們的好朋友回來聚聚！等您囉！
腳本啟用後1095天的 18:00

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【林果中山本店】 / Shoes Cafe



【林果松菸店】 (忠孝東路巷內) / House of Shoemaker



【林果良品 香港誠品生活尖沙咀店】



<http://www.gsscloud.com/tw/user-story/180-oringo-increase-their-sales-near-70-with-videgree>

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台灣製造的床墊品牌，悅夢床墊
Joy Dream Mattress ",in Taiwan, manufactures comfortable
mattress for beloved customers.

<http://www.dreambed.tw/>

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Client understanding from different dimension

By Tags



Batman (Bruce Wayne - Dark Night)
President at GSS

Photo Album

Golf donation Swimming World rescue Gov. Over USD\$80,001
Artificial Intelligence systems

By Notes

SATask Completed
Date completed : 2014/05/14 Batman

SYSTEM updated on 2014/05/14 23:22.
sa Created on 2014/05/05 16:03

SA
2014/05/08 10:01
Internal / Batman

Proposal

Provided the proposal
Very interested in CRM.

Notes on clients' interests,
preferences, and others

SA updated on 2014/05/08 11:21.
SA Created on 2014/05/08 10:01



Attachable documents, contracts, event photos, and other files

1. Using Tag to identified Customer Needs.
2. Send personalized email to remind client about how to maintain the mattress.



Client understanding from Purchasing history & RFM Analysis

Order | Order Details | Product | contact | Company

Order Date: 2016/05/01 ~ 2016/05/31

Sales Representative: [Dropdown]

State: [Dropdown]

contact: [Text] Find contact

Order No.: [Text]

Created by: [Dropdown]

One of the tags

Search Export Excel File Delete data

Total:

Order No.	Order Date	contact No.	contact	Sales Representative	State	Total amount	Created on (time/date)
No items to display							

No items to display

RFM Analysis

- Recency—How recently a customer has purchased?
- Frequency—How often they purchase?
- Monetary—How much the customer spends?



Checklist and Reminder

- Internally: Automatically reminding salespersons or customer service staff about planned actions (system/email/app)
- Externally: Automatically sending greetings or wishes to clients (SMS/email/telephone)

The screenshot shows a contact profile for "Batman (Bruce Wayne - Dark Night)", President at GSS. The profile includes a photo of Batman and several tags: *Golf, donation, Swimming, World rescue, Gov., Artificial Intelligence systems, and Over USD\$80,001. A notification panel on the right lists three tasks: "The Task/date assigned by SA will begin soon". An anniversary reminder box is overlaid on the profile, displaying: "Anniversary", "Birthday 10/09", and "Wedding anniversary 1969/12/08".

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Integrated Scheduler and Calendar for Productivity

- The calendar displays client appointments and to-do list

Format: Calendar / Checklist

Category: Telephone / Email / Meeting

Responsible Person: Salesperson / Secretary

Task Status: Queued / Completed / Assigned

*Displayed as list

The screenshot shows an "Overdue 3" list of tasks:

- (Batman GSS) 2014 Appointment: 5/16 SA: 18:00 Dinner with Sam
- (Michael Jordan NBA) 2014 Recurrence: 5/22 Erica: 10:30 sign contract
- (Erica Chen GSS) 2014 Presentation: 5/23 Assigned to Erica: by SA 2nd Presentation

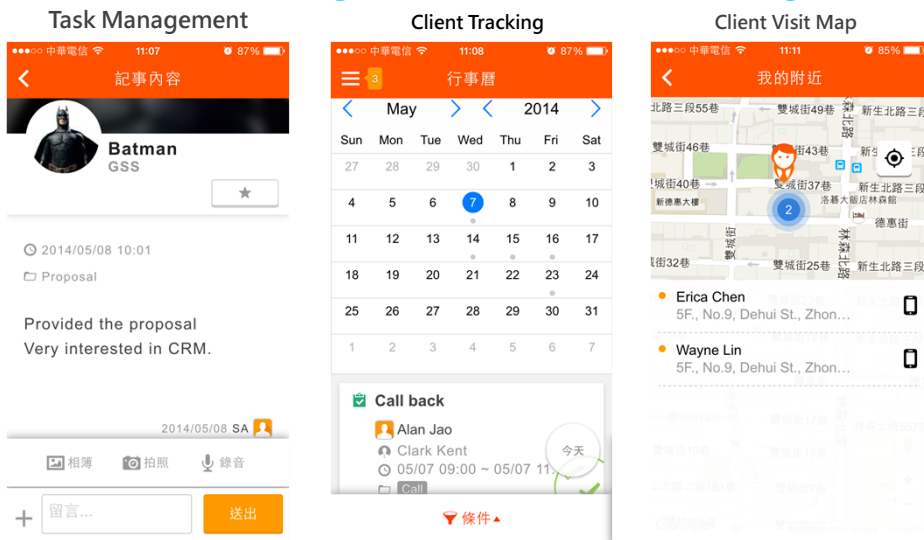
*Displayed as calendar

The screenshot shows a calendar for May 2014. Appointments are visible on the 16th (18:00 Dinner with Sam), 22nd (10:30 sign contract), and 23rd (Presentation Erica Chen). A legend on the right indicates Task (red) and Meeting (blue).

* Automatically synced with Google Calendar

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Mobility for Productivity



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溝通與服務，一直是我們悅夢
堅持的品牌態度
*Communicating and Service
are both "Joy Dream
Mattress" is attitude. Three
important things are think
more for your clients, do not
persuade them, and have a
great experience.*

GSS 歡揚資訊



- 3 employees for for stores before using Vital CRM, total 7 employees for 7 stores now.
- 550% revenue growing in 5 years

Source: <http://www.gsscloud.com/tw/user-story/565-videgree-5-5-5>

Affordable Price for SMB

價格與方案

免費版	基礎版	人脈版	創業版	企業版
Free /永久	\$2,000 /年	\$2,680 /年	\$10,000 /年	\$20,000 /年
帳號數 1個	帳號數 1個	帳號數 1個	帳號數 3個	帳號數 5個
儲存空間 20MB	儲存空間 1GB	儲存空間 1GB	儲存空間 3GB	儲存空間 5GB
儲存客戶數 100筆	儲存客戶數 1,000筆	儲存客戶數 1,000筆	儲存客戶數 5,000筆	儲存客戶數 20,000筆
E-mail發送數 每月200封	E-mail發送數 每月2,000封	E-mail發送數 每月3,000封	E-mail發送數 每月10,000封	E-mail發送數 每月30,000封
免費試用	試用30天 立即購買	試用30天 立即購買	試用30天 立即購買	試用30天 立即購買

了解適合您的方案

Price in NTD\$

21

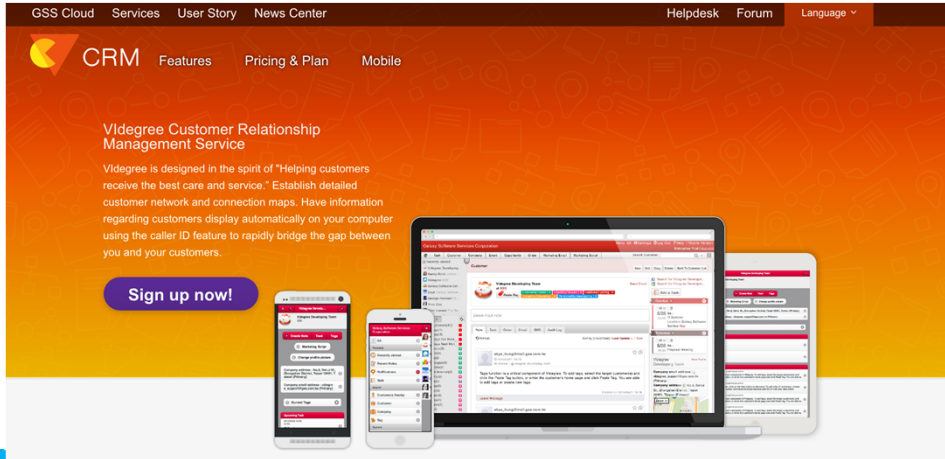
7 Reasons Why You Must Adapt Cloud Services To Your Business

- Less Cost
- 30 days Free trial
- Pay as you go
- Continuously improve and update new features
- Always latest new version
- Anytime, anywhere and any devices
- Build up the best management practice for organization



Start and Enjoy your 30-day free trial now!

Please visit our Cloud Services portal: <http://www.gsscloud.com/>



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Thank you!

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Welcome to keep contact !
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flora_hu@gss.com.tw

GSS 報揚資訊 占越中堅企業獎

www.gss.com.tw www.gsscloud.com