



Case Study - CRM

Karya MobileReflex:

Karya has taken the mode of building a robust, scalable and secure MobileReflex, to create prototype applications on it, customize to client's requirements and integrate the same with existing application modules.

Karya's MobileReflex facilitates integration of customized mobility features with any business critical applications using industry standard data transfer protocols.

Karya has integrated Salesforce CRM application (SFA) and is looking forward to integrate with other applications like ERP, SAP, Siebel and Amdocs.

Unique Mobility Features of MobileReflex:

- Offline Manager
- Feature Rich Client Software
- Personal Information Manager
- Reporting Service Manager
- Smartphone Integration Engine
- Rich User Interface
- Reports



Millions of companies across the world reaffirm their faith in strengthening relationships with the most valuable asset of business – customers, inching every initiative towards their benefit. Over the years CRM has carved a niche for itself to fit in any business groove. Across every sector and industry, effective CRM is a strategic imperative for corporate growth and existence.

The Challenge:

Highly customer oriented organizations are looking at technology to drive their business towards higher profitability. Today organizations need to be highly dynamic with their sales are service organizations being able to be close to their customers 24/7 enabling them to retain customers and add new customers.

The Solution:

Karya has foreseen this as a critical area for mobilization. Making customer information available anywhere and anytime translates into dramatic increases in efficiency, responsiveness and, ultimately, customer loyalty.

Industry: Payment Processing

Background:

One of the leading Payment Processing Company in United States was trying to mobilize their CRM solution. Karya made it happen using our MobileReflex.

The company is the premier provider of enterprise wide transaction and payment system solutions and integration services for multi channel processors.

Karya Mobile CRM:

Karya brings CRM capabilities to mobile devices, accomplishing the needs of a wireless convenience and rich functionality. Karya has integrated Salesforce CRM application (SFA) with its mobile framework and provides your business with cutting edge exclusives about contacts, accounts, opportunities, reports, forecasting and more.

Karya Mobile CRM offers smart synchronization that allows receiving and updating the information anywhere, any time. The Mobile CRM application can be easily customized to fit the specific needs of your unique business requirements.

Benefits:

- Increased customer Satisfaction
- Availability of real time data anywhere, anytime
- Empowers better and faster decision making
- Increased revenue
- Excellent ROI in terms of customer retention and business development
- Better equipped sales force

KARYA Technologies, Inc.

1240 Normandy Drive
Blue Bell, PA 19422

E-mail: mailbox@karyatech.com

Telephone: 215-699-2923/ (267)419-8453

For more information please go to

www.mobilerflex.com or

E-mail us @ mailbox@karyatech.com

