

MERCURIO

MERCURIO is a **Customer Relationship Management** software implemented by **WES TRADE** that provides sales, marketing, and the support teams with a variety of opportunities regarding their customer relationships, and enable them to build strong and long-lasting business connections. The purpose ultimate of **MERCURIO CRM** is to gather collaboration and organization tools in one place, all of them designed for the sake of the ideal customer experience.

MERCURIO CRM helps the organizations to improve both prospective and current customer experiences by automating their sales, support, and marketing tasks and developing a variety of business-enhancing insights.

MERCURIO helps users to maintain the contact, automate the repetitive tasks, track the campaigns, and compile an extensive report about the sales, marketing, and the support tasks being performed in the organization.



OVERVIEW OF MERCURIO FEATURES:

- ❖ Email Marketing
- ❖ Performance Reporting
- ❖ Security management
- ❖ Subscription Management
- ❖ Product Customization
- ❖ Flexible Workflows
- ❖ Customer Portal
- ❖ Insights
- ❖ Contact Management
- ❖ Forecasting
- ❖ Lead Management
- ❖ Opportunity Management
- ❖ Workflow Automation
- ❖ SLAs
- ❖ Case Management
- ❖ Tasks and accommodation
- ❖ Collaboration
- ❖ Reporting an insight
- ❖ Document and files
- ❖ Project / inventory Management

