

CRM for Engineering and Construction

Project-Centric CRM Solutions for E&C Companies. Business Development, Sales, Project Management and Customer Service with Best in Class CRM



KEY BENEFITS

- ◆ Best in Class CRM configured for E&C companies
- ◆ Project-Centric Customer Relationship Management
- ◆ Rapid and Efficient Bid and Proposal Management
- ◆ 360° View of Entire Project - Business Development to Ongoing Customer Management

KEY FEATURES

- ◆ Project-Centric Business Development Management
- ◆ Bid and Opportunity Tracking and Processing
- ◆ Proposal Generation with One-Click Conversion to Project
- ◆ Integration to Primavera and other solutions
- ◆ On Demand (SaaS) or On Premise Platform
- ◆ Business Intelligence with Embedded Analytics

Engineering and Construction companies require project-centric solutions to meet their business needs. Today's market conditions require a customer based focus on the entire project lifecycle, from business development to project management to ongoing customer service.

Serene has leveraged the best-in-class Oracle CRM platform to provide comprehensive functionality for an all aspects of a project . This solution allows for E&C companies to increase top-line revenue, provide accurate pipeline forecasting and effectively manage customers and projects across the portfolio.

E&C CRM Features and Functions

- Business Development
 - Contact and Lead Management, Marketing ROI and Analytics
- Bid and Opportunity Management
 - Key Events and Processes - 360° Customer/Project View
 - Pipeline Forecasting
- Proposal Management
 - Assemble Proposal and Bid Team
 - Capture Bid and Proposal Costs for Profitability Analysis
 - Generate Proposal Templates
- Project and Demand Planning
 - Single Click Conversion from Proposal to Project
 - High Level Activity and Milestone Management
- Customer Satisfaction and Profitability Management
- Integration to Primavera, Oracle EBS and other Project Management Solutions

Serene Corporation is an Oracle Certified Advantage implementation partner. Serene's configured E&C implementation template enables customers to achieve an efficient, cost effective and highly usable CRM solution.

Additional Serene Services Include

- Data and Process Integration Services
- Reporting and Business Intelligence
- Cost Effective Ongoing Administration Services

