

Homebuilder CRM from Serene

Homebuilder Marketing, Sales, and Customer Service with Best in Class CRM



KEY BENEFITS

- ◆ Enable world-class CRM for Home builder Marketing Sales and Service
- ◆ Realize fast time to value with a 8-10 week implementation
- ◆ Rapidly unlock the power of built in reports and analytics
- ◆ Quick ROI and low-risk – no upfront hardware or software investment with SaaS solution

KEY FEATURES

- ◆ Full Lifecycle Campaign to Cash CRM Designed for Homebuilders
- ◆ Integration to JD Edwards Homebuilder ERP and Other Back Office Systems
- ◆ Roll Based Dashboards for Marketing, Sales, and Service
- ◆ Embedded Analytics and Reporting for Homebuilders
- ◆ On Demand (SaaS) or Enterprise CRM Platform



Homebuilders face challenging times with the current economic climate. Managing Homebuilder Marketing, Sales and Customer Service processes are now more critical than ever.

Serene has leveraged best in class CRM On Demand platform to provide comprehensive marketing, lead processing, sales management and customer service functionality specific to the Homebuilder industry. This solution allows for Homebuilders to increase top-line revenue, provide accurate pipeline forecasting and manage marketing and sales processes across the entire company.

■ Homebuilder CRM Features and Functions

- Marketing and Campaign Management
 - Multi Channel, Email, Events
- Sales Force Automation
 - Lead Qualification, Assignment, Nurturing and Conversion
 - Sales Processing with Single Homebuyer Data Repository (360° Customer View)
- Home Configuration
 - Community, Lot, Plan, Elevation hierarchies
 - Inventory Management
 - Options Configuration
- Customer Care
 - Close Process, Referrals, Mortgage Management
- Service and Warranty Management
- Homebuilder Analytics for Marketing, Sales, and Service/Warranty
- Integration with ERP, Primavera and other Project solutions

Serene's configured Homebuilder implementation template enables customers to achieve an efficient, cost effective and highly usable CRM solution.

■ Other Serene Offerings focused on Oracle CRM On Demand:

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