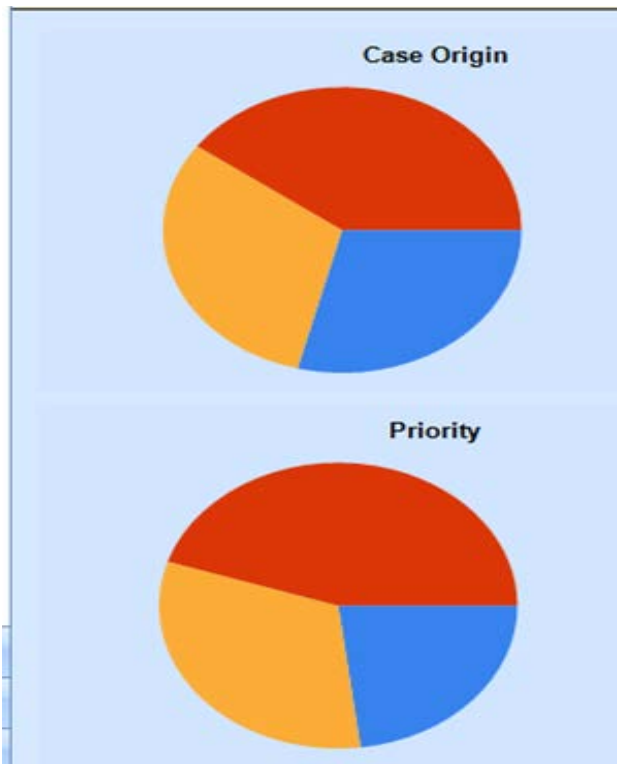


A CRM system facilitates development of a better buyer-seller relationship. A CRM system is characterized by reporting tools that helps business leaders and managerial teams to access information that can be used to make decisions. Through interactive dashboards, interactive reporting facilitates utilization of analyzed data by managers and its manipulation. Dashboards facilitates display of data inform of graphs, charts and tables. This data can be used by top-managers such as CEOs to project the direction of the business.

Simplified client tracking is a reporting tool that allows tracking customers' information. This data provided valuable information pertaining to demographics, purchase history and other variable factors that are beneficial to the organization. This information can be used by middle-level managers such as branch managers that use information to make organizational plans as well as defining and discussing information and policies that can be used to guide low-level managers towards better performance.

On-demand reporting is a tool that facilitates timely decision-making capabilities. On demand reports allows top-managers to make decisions by accessing timely information that is reliable and be used to develop goals and strategic plans of the company.



Case origin: 1. customer's information
2. Managerial reports

Priority: 1. On-demand reports
2. Client tracking