

Ecommerce Customer Relationship Management (CRM)

“CRM is the sales associate of e-Tail.”

E-comDrive brings [Customer Relationship Management](#) into the back-office; capturing customer data so that you can personalize on-line offers, differentiate your brand and build your customer loyalty. With e-comDrive CRM for ecommerce you can ensure that the on-line experience is engaging and that the customer demand is met.



The connected consumer is sophisticated, educated and knows exactly what he or she wants and providing an exceptional online customer experience is essential to maintaining positive relationships with your customers.

Online shoppers are savvier than ever and take the time to search product and comparative shop for the best possible bargain. E-comDrive CRM gives you the tools you need to capture your customer's on-line shopping behaviors so that you can provide a personalized on-line shopping experience by delivering individualized marketing promotions and/or product recommendations based on past purchases.

The core functions of the Customer Relationship Management are:

- ✓ RFM Analysis
- ✓ Promotional Campaigns
- ✓ Client Centric Marketing
- ✓ Conditional Queries
- ✓ Mobile Marketing
- ✓ Loyalty Initiatives
- ✓ Customizable Analytics
- ✓ Demographics
- ✓ Customer Service
- ✓ Online, Email and SMS Notifications
- ✓ Cross Channel Marketing



Ecommerce Order Management System

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