Allow your sales teams to focus on Selling

A mobile-first CRM, Veefin CRM automates every step from Lead Generation to Conversion so that your sales force spends more time selling rather than being buried under administrative paperwork.

Automated Integration of lead capture from multiple sources, Single View of all contacts along with their Communications history, and easy call-login feature such as Geo-Indicator to track customer location and address eases their efforts to track leads, capture data, and follow-up on tasks.

Management can then use this comprehensive data captured in the CRM to derive differentiated insights on the teams performances and strategize sales inputs accordingly. The Veefin’s Sales module could then be used to forecast target achievements basis analysis of past and current trends.

Designed to enhance adoption

Often sales teams view CRM systems as an additional, cumbersome, and non-yielding activity imposed by the management team. This deter them from using and capturing data in them, thereby leading to failure of CRM systems due to lack of adoption.

However, CRM plays a critical role in organizations, and it has been seen that sales teams that adopt CRM meet their targets 65% of the time as against the average of meeting their targets 22% of the time.

Given its criticality, we realized the need for a CRM system that would be accepted and willingly adopted by sales teams across hierarchies. Hence, Veefin CRM was designed on the principles of social media, to provide sales teams a platform to express and build their individuality, stay connected with their friend’s circle, share achievements within their networks, and follow and be motivated by colleagues’ accomplishments, making Veefin the World’s first social platform along with CRM capabilities.
GAMIFICATION AS AN ENABLER

Ready accelerators of contextual gamification features available out-of-the-box with Veefin CRM. Gamification is in-built to run contests, allow sales teams to collect badges as they key in their efforts, to motivate and encourage the sales force on-the-go. Individual or group contests can be customized within the CRM module to meet changing organization goals.

Tailor-Made for Banking

With a deep understanding of CRM needs in the banking industry, Veefin CRM incorporates predefined processes to cater from leads to logins to conversion up till disbursement. With seamless APIs to integrate with other banking systems, Veefin ensures customer data is secure and in-line with the security standards of financial institutions.

Redefine Marketing Efforts

Veefin CRM’s marketing modules helps engage better with prospects. AI-backed contact level analytics sharpens customers targeted through marketing campaigns and identifies better cross-sell opportunities. Measuring real-time Campaign ROIs is also made easy to evaluate the performance of Marketing teams and to improve the effectiveness of marketing efforts.

Go-Live in Days

In today’s fast-paced world, time is of the essence, and we commit to deliver speed-to-market solutions. With ready out-of-the-box solutions already incorporating all possible features within our modules, we deliver on our promise of accelerated implementations that are executed within weeks instead of months. With flexible systems that can be easily configured to align with your unique processes, we assure you fastest Go-Live implementations adopting Veefin CRM solutions.

An agile development partner to fintech companies, we implement innovative speed-to-market solutions for real business needs. With the world’s first social platform with CRM capabilities, Infini is breaking through stereotypes with solutions that can make a difference.