Infor CloudSuite CRM

Actionable insights can drive decision making and help shape strategic priorities. With access to better customer data, all facets of the business is improved - from integrated marketing efforts to sales forecasts through a customer service teams' workflows. To consistently hit sales targets and ensure productivity, sales teams need the right tools to help them effectively engage customers and close deals. Whether identifying new leads or staying current with existing customers, sales team need a complete view of customer interactions across sales, marketing, customer service, and support teams. With these insights, customer service teams can collaborate more effectively and respond promptly and knowledgably to sales opportunities and customer inquiries—both in the office and in the field.

Infor CloudSuite™ CRM provides a complete view of every customer touch point across departments to help maximize the impact of every interaction. Extensive customer profiles and sales productivity tools help users identify opportunities and streamline activities, while management tools, analytics, and proactive alerts can help drive accurate forecasting, informed decision making, and effective team and territory management.

Build a powerful experience

Infor® CloudSuite CRM is an award-winning, state-of-the-art technology platform that empowers customer service teams to maximize the value of their most important corporate asset—customer data. The solution's exceptional usability and flexible configuration capabilities enables personalized user experiences helping to ensure adoption and productivity.

Create rich customer profiles

Infor CloudSuite CRM can act as the hub of a customer service team's commercial operations by creating customer profiles built by capturing information and interactions from across the organization and from external sources.Integration with business management applications, desktop productivity tools, e-marketing, and social media empower everyone in an organization to work together efficiently in the business to build profitable customer relationships.

Advanced customization capabilities accommodate even the most unique users, teams, companies, and industry requirements. With robust integration, sophisticated security, advanced process automation, and flexible deployment options, Infor CloudSuite CRM can help customer service teams build cost-effective, purpose-built desktop and mobile applications. And with social collaboration capabilities, notifications, and alerts available with Infor Ming.le®, sales executives can work in real-time with other members of the team—whether they're in the office or on the road.

Integration with marketing automation helps eliminate many of the time-consuming, labor-intensive processes and tasks that are essential to delivering a meaningful and relevant customer experience. Access to automated data insights, sales enablement, and campaign creation can empower a workforce to do more with less.

Expand team value and enrich customer relationships

- Reports, dashboards, and analytics provide better visibility into the sales process

- Real-time access to both operational and sales data

- Simplified integrations with internal systems

- Automation of manual processes

- Seamless integration with email and Infor ERP

Empower the mobile workforce

Infor CloudSuite CRM Mobile extends rich CRM functionality to smartphones giving a mobile workforce a strong competitive advantage that can help drive productivity and increase revenue. A consumer-grade interface also helps users to complete tasks with speed and efficiency, boosting productivity and confidence. In addition, sales executives can prep for the day with Infor's on-demand briefcase model of Infor CloudSuite CRM that provides offline mobile access.

Customizable, secure, and easy to use, Infor CloudSuite CRM Mobile features an attractive, task-oriented user interface designed to put the most relevant customer information front and center for quick action.

Experience complete connectivity

Infor CloudSuite CRM delivers back-office integration with multiple ERP systems via Infor ION®, Infor's Intelligent Open Network, a purpose-built middleware solution that delivers a simple but powerful and scalable framework that allows organizations to experience software without borders. The result is enterprise-wide visibility in a single management and modeling environment, plus a unified platform for social, mobile, and cloud.

Infor ION enables Infor CloudSuite CRM to connect to ERP systems on a "plug and play" basis—so customer service teams can view relevant data across all of their systems.

Shape strategic priorities

Infor CloudSuite CRM allows customer service teams to analyze data and assess key performance indicators from across the organization to gain a deeper understanding of business and team performance and make strategic decisions that positively impact the bottom line.

Bring data to life

Infor CloudSuite CRM includes patented automation and machine learning technologies and a "networked BI" approach that connects teams and applications across the enterprise via a trusted network of analytics and insights. A comprehensive view of the business empowers smarter decisions in less time.

Infor CloudSuite CRM provides:

- CRM for the mobile world—For the millions whose jobs take them away from the office,Infor CloudSuite CRM has a rich legacy of delivering purpose-built applications for the mobile workforce on the road.

- Better interactions—Intelligent collaboration and best practice automation across sales, marketing, and service modules can help drive revenue and deliver exceptional customer experience.

- Ultimate flexibility—Infor CloudSuite CRM offers unparalleled flexibility in how it's deployed, used, and paid for.

Maintain full control of data

Infor CloudSuite CRM offers unparalleled flexibility and control over the solution's robust capabilities, while organizations maintain full ownership and control of their data. Organizations can select from and mix multiple license types to lower Total Cost of Ownership and align customer requirements with differing user profiles.

Learn more ›

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