



Sales Made Easy with Zimplu CRM

Zimplu CRM is an intuitive and easy to use online application that helps companies organize and keep track of their contacts. It is the perfect solution for small and medium businesses that have sales or customer support departments. It provides better control over prospects, leads, and sales activities, without demanding a substantial budget or an IT support team in-house. Also, Zimplu will help sales agents contact several companies in a shorter time and increase their productivity without working extra hours.

How does it work?

Without the necessary technological support, when a sales agent leaves, a company risks losing invaluable information and details about past interactions with prospects or clients. But Zimplu CRM allows to import, build and manage a large database of contacts. The number one advantage is that data is kept safe, in just one place, where it can be accessed anytime, only by authorized persons, based on their usernames and passwords. Writing pads or complicated spreadsheets are no longer needed. Therefore, sales agents can achieve greater results by organizing their activity, working together, setting tasks and keeping a history of past conversations.

The user-friendly interface is the first thing noticed when people start using Zimplu. The application is intuitive and really easy to understand. The first step is searching and finding a certain company's representative and recording his or her contact details in Zimplu CRM; after making the call, writing a note and sharing it with colleagues will keep the whole team updated about the development of discussions and objectives achieved. And finally, setting up a reminder for a follow-up call will help your team get organized and stay in touch with the client.

Zimplu CRM can help companies train Sales Agents and also measure the effectiveness of their work, by offering accurate reports and graphics of activity.



"Cloud computing is the latest trend in the IT world and the beauty of this technology lies in its accessibility: even small or medium companies that do not have too generous budgets can afford a monthly subscription. For our customers, cutting-edge software solutions offered as a service mean flexibility, lower costs and easier management of daily activities. The systems developed by Nexus Electronics require no installation, are easy to use, and our clients also receive free guidance any time they need. Reducing the operational costs and achieving a streamlined work-flow in the targeted departments are just a couple of the benefits we could mention", says Mădălina Belciu, Communication Manager at Nexus Electronics.

Extended benefits of Zimplu CRM

- All contact details and conversations are stored on a single page;
- All data stored previously in a spreadsheet can be imported;
- The team shares the same account - every authorized person can access the database and make additions, but of course different privileges can be set for every user;
- Daily "To Do" list on the dashboard;
- Clock In/ Clock Out feature that helps count the hours of work for each agent;
- For every new deal, an "Opportunity" can be created in the system, so everybody in the team will be aware, and the transaction status can be updated constantly;
- All emails can be attached to a client page in Zimplu, through the Dropbox feature;
- Zimplu CRM can be customized by any user with just a few clicks;

About Nexus Electronics

Nexus Electronics is a company with expertise in developing systems for reducing operational costs. Founded in 2006, the company has now in its portfolio a GPS Tracking System for fleet management – Nexus GPS Tracking, an Android application that can monitor mobile phones - Nexus Locator, a competitive application for customer relationship management - Zimplu CRM and Enigma - a software to monitor any computer in the workplace.