



SINERGI INFORMATIKA SEMEN INDONESIA

# FORCA CRM

PT SINERGI INFORMATIKA SEMEN INDONESIA  
2021



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# Today Business Challenges

## PROBLEMS

- Pasar yang berkembang dengan sangat cepat.
- Proses penjualan yang tidak tercatat dengan baik.
- Hubungan dengan pelanggan tidak terkelola dengan baik.
- Referensi yang rendah meskipun pelanggan puas

## IMPACTS

- Mandeknya pertumbuhan bisnis perusahaan.
- Tindak lanjut penjualan tidak efektif.
- Terlalu banyak waktu yang dihabiskan untuk prospek yang tidak potensial.
- Strategi penjualan & pemasaran yang tidak selaras.

# What's In The Now?

## Increased sales and productivity

Businesses that leverage CRM software see sales increase by 29%, sales productivity increase by 34%, and sales forecast accuracy increase by 42%.

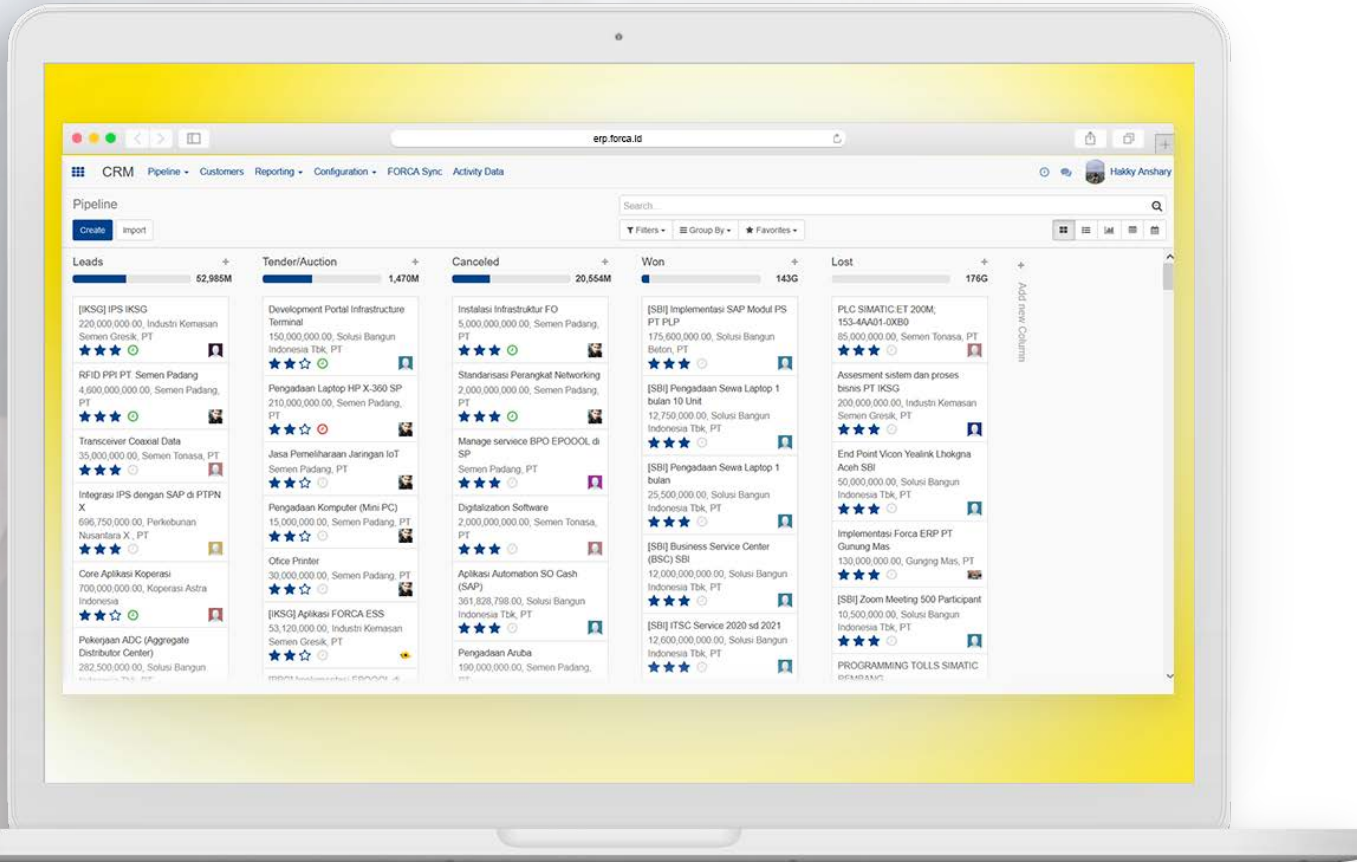
*(Source: Salesforce)*

## Customer retention and satisfaction

47% of respondents say CRM usage has a substantial impact on customer retention. An equal percentage say that CRM usage helped them increase customer satisfaction.

*(Source: Capterra)*





Aplikasi Customer Relationship Management yang dirancang khusus untuk membantu Anda mengelola kegiatan pemasaran perusahaan; mulai dari identifikasi calon pelanggan hingga membangun loyalitas dengan pelanggan yang ada.



## A complete solution to boost your sales performance

Aplikasi ini akan menyimpan segala bentuk informasi mengenai **kegiatan pemasaran** serta **data pelanggan**. Melalui kegiatan yang terstruktur dan laporan *sales performance* yang *real time*, FORCA CRM akan **mengoptimalkan proses bisnis** dan **meningkatkan penjualan** Anda

## Benefit

- **Membangun Loyalitas Pelanggan**

Berfungsi sebagai media penghubung bagi perusahaan dan pelanggan, berbagai aktivitas dan komunikasi yang dilakukan melalui aplikasi ini mampu meningkatkan loyalitas pelanggan.

- **Meningkatkan Penjualan**

Anda akan dapat mengontrol segala aktivitas pemasaran dari sebelum penjualan hingga setelah penjualan. Hubungan dengan pelanggan yang lebih terstruktur dan berdampak pada pembelian berulang.

# Features Module FORCA CRM



**Client  
Management**



**Leads  
Management**



**Sales & Marketing  
Management**



**Dashboard  
& Reporting**

# CRM Cycle





# Client Management

Kelola klien Anda mulai dari tingkat perusahaan hingga personal untuk meningkatkan efektivitas komunikasi, relationship management, dan optimalkan leads.






Features

# Client Management

- ✓ Address Books
- ✓ Multi-Addresses
- ✓ Customer Preferences

## Customer Preferences

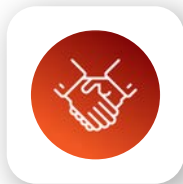


### Semen Indonesia (Persero) Tbk, PT

Synced

Update to FORCA

<b>Address</b>	Jln. Veteran Kel.Sidomoro Kec.Kebomas Gedung South Quarter Tower A Lt. 19-20, Cilandak Barat, Cilandak, Jakarta Selatan Gresik Jawa Timur 61122 Indonesia	<b>Phone</b> <b>Mobile</b> <b>Email</b> <b>Website</b> <a href="http://www.sig.com">http://www.sig.com</a> <b>Language</b> English
<b>NPWP</b>	010016319051000	
<b>Tags</b>		
<b>Fax</b>		
<b>Birthday</b>	01/07/2013	



## Features

# Client Management

## CONTACT

Contacts / Sinergi Informatika Semen Indonesia, PT, Hak

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2 / 2 < >



### Hakky Anshary

Sinergi Informatika Semen Indonesia, PT

Sync

Synced

★ 0 Opportunities	📅 3 Meetings	🌐 Unpublished On Website
💰 0 Sales	📁 Active	📝 0.00 BAPP
		📝 0.00 Invoiced

**Address** Gedung Graha Irama (Indorama), Lt.6 (Suite A-B) - Jl. HR Rasuna Said Kav. 1-2, Jakarta Selatan Jakarta 95843 Indonesia

**NPWP** 112

**Tags**

**Fax**

**Birthday**

**Job Position** Sales Control

**Phone**

**Mobile**

**Email** hakky.anshary@sisi.id

**Website**

**Title** Mr

**Language** English

Contacts & Addresses Internal Notes Sales & Purchases Invoicing FORCA Data

# Leads Management

Prediksi konversi pipeline dan tentukan target penjualan dengan informasi penting seperti kesepakatan dalam pipeline, kuota yang tercapai selama tahun fiskal terakhir, dan tim atau individu yang bekerja dalam mencapai targetnya.





Features

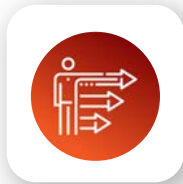
# Leads Management

- ✓ Leads Scoring
- ✓ Pipeline Management
- ✓ Customize Pipeline Stages
- ✓ Activity Planning & Monitoring
- ✓ Lost Reasons

## PIPELINE MANAGEMENT

The screenshot displays the Pipeline Management interface with the following stages and lead details:

Leads	Tender/Auction	Won	Lost
<ul style="list-style-type: none"> <li>Instalasi Infrastruktur FO 5,000,000,000.00, Semen Padang, PT</li> <li>Pengadaan Aruba 190,000,000.00, Semen Padang, PT</li> <li>Implementasi Forca ERP 500,000,000.00, Agatha Sukses Gemilang, PT</li> </ul>	<ul style="list-style-type: none"> <li>Perpanjangan FORCA SaaS PT Padi Mas Prima 42,000,000.00, Padi Mas Prima, PT</li> <li>Perpanjangan FORCA SaaS PT GSDA 42,000,000.00, Graha Surya Darma Abadi, PT</li> <li>Sewa Multimedia SII 250,000,000.00, Semen Indonesia International, PT, Mohammad Akbar</li> </ul>	<ul style="list-style-type: none"> <li>RFID PPI PT. Semen Padang 1,500,000,000.00, Semen Padang, PT</li> <li>Peremajaan UPS 92,000,000.00, Semen Indonesia (Persero) Tbk, PT</li> <li>Implementasi Forca ERP 450,000,000.00, Abadi Putera Wirajaya, PT</li> </ul>	<ul style="list-style-type: none"> <li>test 06/02/2020 100,000,000.00, Indonesia (Perser...</li> <li>Pengadaan Serve... 745,435,070.00, Padang, PT</li> <li>Pekerjaan Perpar... Software Autoca... 1,300,000,000.00, Indonesia III (Per...</li> </ul>



Features

# Leads Management

## LEADS SCORING

Pipeline / APLIKASI FORCA CRM

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6 / 253 < >

New Quotation Mark Won Mark Lost
Leads Qualified Tender/Auction Won Lost

**APLIKASI FORCA CRM** Synced

9,000,000,000.00 at 10 %

<p><b>Customer</b>   Bank Pembangunan Daerah Jawa Timur</p> <p><b>Email</b> <b>Phone</b></p> <p><b>Salesperson</b>   Zakiyah Ulfah</p> <p><b>Sales Channel</b>   Marketing Strategy</p> <p><b>Sales Rep</b>   Zakiyah Ulfah</p> <p><b>Project Type</b>   Forca Project</p> <p><b>Net Days</b>   0</p> <p><b>No Surat Ketetapan Project</b>   presales</p>	<p><b>Expected Closing</b>   03/07/2020</p> <p><b>Expected Closing Reason</b></p> <p><b>Priority</b>   ★★ ★</p> <p><b>Product</b>   Big Data &amp; Analytic</p> <p><b>Forca Profit center</b>   [1000001] - PROJECT PORTOFOLIO &amp; DEVELOPMENT</p> <p><b>Forca Project OC</b>   Asri Wahjusukrisno</p> <p><b>Document No</b>   1001176</p> <p><b>Document Status</b>   Completed</p> <p><b>Goal</b>   <input checked="" type="checkbox"/></p>	<p><b>0</b> Meeting</p> <p><b>1</b> Quotation(s)</p> <p><b>\$ 9,000,000,000.</b> Orders</p>
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Features

# Leads Management

## ACTIVITY PLANNING & MONITORING

My Dashboard / Opportunities / [SI] Penambahan Ser









Edit Create

Attachment(s) Action

10 / 16 &lt; &gt;

Send message Log note  Schedule activityFollow  1

### Planned activities

-  "10 RFP Customer" for Linda U. Purnamasari 
  -  "03 (Pre Tender) Submit Proposal" for Linda U. Purnamasari 
  -  "07 (Pre Tender) Assist Customer TOR/RKS" for Linda U. Purnamasari 
  -  **Due in 9 days** "10 RFP Customer" for Linda U. Purnamasari 
- Mark Done  Edit  Cancel

# Sales & Marketing Management

Kelola dan dapatkan visibilitas yang lengkap mengenai riwayat pesanan (*leads*, waktu konversi *leads*, dan pengakuan *revenue*), pengukuran efektivitas *campaign*, dan identifikasi *customer lifetime value* Anda.







Features

# Sales & Marketing Management

- ✓ Quotation Templates
- ✓ Order Sorting & Tracking
- ✓ 360 Visibility (from Leads-To-Sales Orders)

## SALES ORDER

Sales Orders / 2020/50055

1 / 80 < >

Send by Email Lock

**2020/50055** Synced

Customer: Semen Indonesia (Persero) Tbk, PT  
Jln. Veteran Kel.Sidomoro Kec.Kebomas  
Kota/Kab.Gresik Jawa Timur 61122  
Gresik  
Indonesia

Nilai SPK dari Opportunity: 2,799,950,000.00

Confirmation Date: 02/20/2020

Payment Terms: Immediate

Start Date: 02/27/2020

End Date: 06/26/2020

Order Lines    Forca Data    BAPP    Invoiced    Other Information

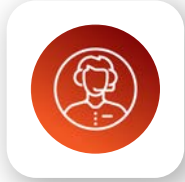
Product	Section	Description	Ordered Qty	Delivered Qty	Unit of Measure	Unit Price	Taxes	Discount	Subtotal	Pricelist Version	Status Forca Order Line
Network & Infrastructure	Services	Information technology consulting service SD WAN tahap 3	1.000	0.00	Each	2,799,950,000.00	VZ (VZ)	0.00	2,799,950,000.00	Jual	Synced

Untaxed Amount: 2,799,950,000.00

Taxes: 0.00

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**Total: 2,799,950,000.00**



Features

# Sales & Marketing Management

## LIST CUSTOMER

- ▶ Agra Bina Persada, PT (1)
- ▶ Bank Negara Indonesia Life (4)
- ▶ Bank Pembangunan Daerah Jawa Timur (1)
- ▶ Bank Syariah Mandiri, PT (4)
- ▶ Barata Indonesia, PT (1)
- ▶ Behaestex, PT (1)
- ▶ Bhaskara Puspa Alam, PT (1)
- ▶ Bima Sepaja Abadi, PT (1)
- ▶ Bio Farma (Persero), PT (1)
- ▶ Biznet (1)
- ▶ Cipta Nirmala, PT (3)
- ▶ Ciptosadar Pratama, PT (2)
- ▶ Garuda Maintenance Facility Aero Asia Tbk, PT (3)
- ▶ Gungng Mas, PT (1)
- ▶ Heesung Electronics, PT (1)

# Dashboard & Reporting

Visualisasi dari status terkini dan riwayat tren dalam indikator utama kinerja organisasi. Dashboard yang *real time* akan membantu Anda dalam mengambil keputusan secara cepat dan tepat.



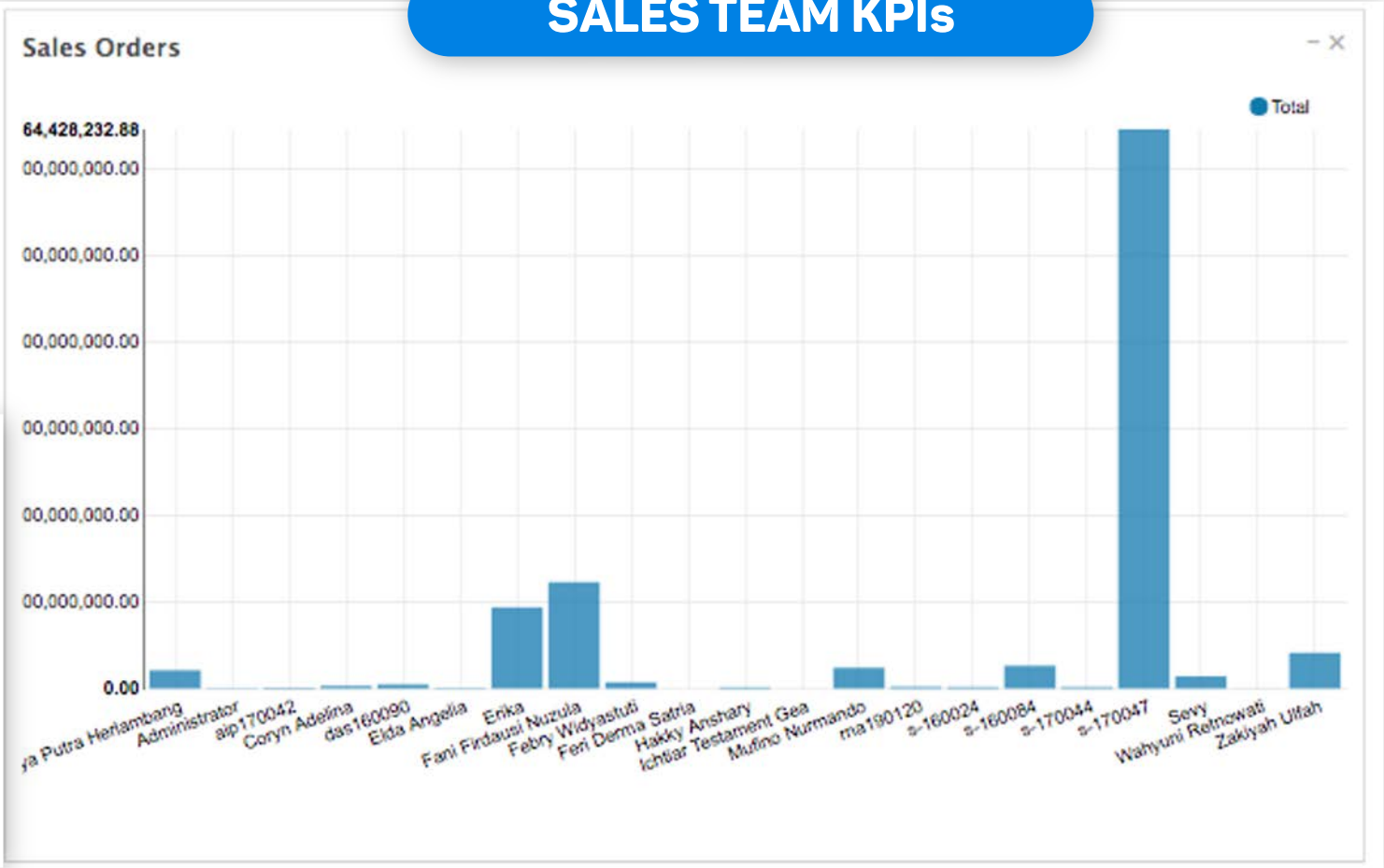


Features

# Dashboard & Reporting

- ✓ Sales Team KPIs
- ✓ Leads & Opportunities Analysis
- ✓ Cohort Analysis

## SALES TEAM KPIs



	+ Total
	Total
- Total	517,659,604,812.74
- Undefined	517,659,604,812.74
+ Fully Invoiced	0.00
+ Nothing to Invoice	4,949,026,400.00
+ To Invoice	512,710,578,412.74



## Minimum System Requirement

- Internet access with minimum Bandwidth of 1 Mbps
- PC/Laptop with minimum RAM of 4 GB



## Accelerate your business growth with FORCA CRM

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