



FORCA CRM

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%.

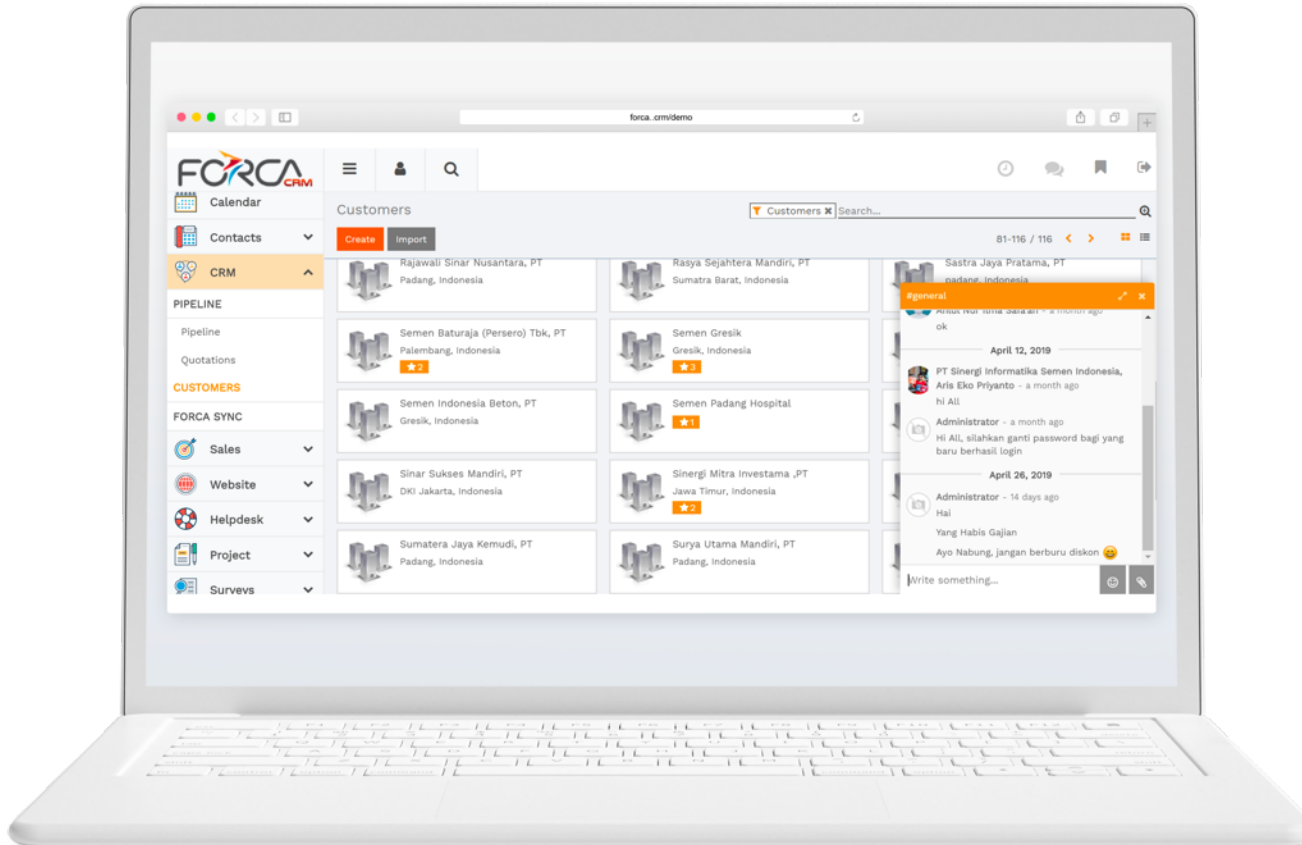
(Source: Salesforce)



ERP helps increase revenue

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)



FORCA CRM

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

The background of the slide is a photograph of two business professionals in a meeting. A woman in a white blouse is in the foreground, gesturing with her right hand while looking towards a man. The man, wearing a light blue shirt, is seated behind her, working on a laptop. The setting is a bright, modern office with a white desk and a laptop. The overall tone is professional and collaborative.

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**

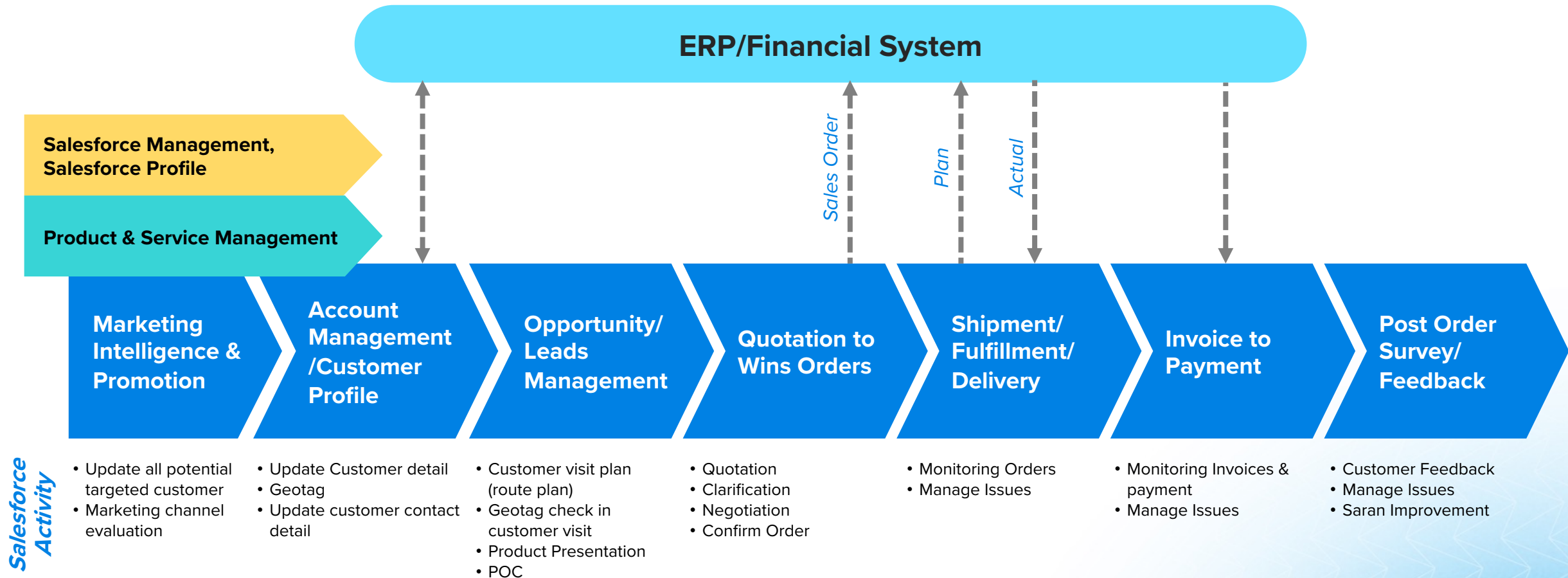


**Sales &
Marketing
Management**



**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**

Update to FORCA

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

Synced



Features

Client Management

CONTACT

Contacts / Sinergi Informatika Semen Indonesia, PT, Hakky

Edit

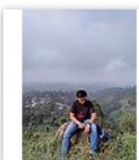
Create

Print ▾

Attachment(s) ▾

Action ▾

2 / 2



Hakky Anshary

Sinergi Informatika Semen Indonesia, PT

Sync

★ 0 Opportunities

📅 3 Meetings

🌐 Unpublished On Website

\$ 0 Sales

📁 Active

📝 0.00 BAPP

📝 0.00 Invoiced

Synced

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

Pipeline				
Create Import		Search...		
Filters Group By				
Leads		Tender/Auction	Won	Lost
146G		7,495M	101G	
Qualified (0)				
Instalasi Infrastruktur FO 5,000,000,000.00, Semen Padang, PT ★★★★★		Perpanjangan FORCA SaaS PT Padi Mas Prima 42,000,000.00, Padi Mas Prima, PT ★★★★★	RFID PPI PT. Semen Padang 1,500,000,000.00, Semen Padang, PT ★★★★★	test 06/02/2020 100,000,000.00 Indonesia (Perse ★★★★★
Pengadaan Aruba 190,000,000.00, Semen Padang, PT ★★★★★		Perpanjangan FORCA SaaS PT GSDA 42,000,000.00, Graha Surya Darma Abadi, PT ★★★★★	Peremajaan UPS 92,000,000.00, Semen Indonesia (Persero) Tbk, PT ★★★★★	Pengadaan Serve 745,435,070.00 Padang, PT ★★★★★
Implementasi Forca ERP 500,000,000.00, Agatha Sukses Gemilang, PT ★★★★★		Sewa Multimedia SII 250,000,000.00, Semen Indonesia International, PT, Mohammad Akbar ★★★★★	Implementasi Forca ERP 450,000,000.00, Abadi Putera Wirajaya, PT ★★★★★	Pekerjaan Perpar Software Autoca 1,300,000,000.0 Indonesia III (Per ★★★★★



Features

Leads Management

LEADS SCORING

Pipeline / APLIKASI FORCA CRM

Edit Create Attachment(s) Action 6 / 253 < >

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

APLIKASI FORCA CRM Synced 0 Meeting 1 Quotation(s) \$ 9,000,000,000. Orders

9,000,000,000.00 at 10 %

Customer	Bank Pembangunan Daerah Jawa Timur	Expected Closing	03/07/2020
Email		Expected Closing Reason	
Phone		Priority	★ ★ ★
Salesperson	Zakiyah Ulfah	Product	Big Data & Analytic
Sales Channel	Marketing Strategy	Forca Profit center	[1000001] - PROJECT PORTOFOLIO & DEVELOPMENT
Sales Rep	Zakiyah Ulfah	Forca Project OC	Asri Wahjusukrisno
Project Type	Forca Project	Document No	1001176
Net Days	0	Document Status	Completed
No Surat Ketetapan Project	presales	Goal	☒



Features

Leads Management

ACTIVITY PLANNING & MONITORING

My Dashboard / Opportunities / [SI] Penambahan Se

Edit Create

Attachment(s) ▾

Action ▾

10 / 16

Send message Log note **Schedule activity**

Follow

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

[Edit](#) [Create](#) 1 Attachment(s)

[Send by Email](#) [Lock](#) Quotation Sales Order

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

BOQ

Untaxed Amount: 2,799,950,000.00
Taxes: 0.00
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)

A circular inset image showing a close-up of hands working on a laptop. One hand is holding a white pen, pointing at a document with a blue and pink pie chart. The other hand is typing on the laptop keyboard. Overlaid on this image is a red circular icon with a white line-art design of a bar chart with an upward arrow and three people silhouettes below it.

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

Sales Orders

64,428,232.88

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ja Putra Heriambang
Administrator
sip170042
Coryn Adelina
das160090
Elda Angela
Erika
Fani Firdausi Nuzula
Febry Widyastuti
Feri Derma Satria
Hakky Anshary
Ichtiar Testament Gea
Mufino Nurmando
ma190120
s-160024
s-160084
s-170044
s-170047
Sevy
Wahyuni Retnowati
Zakyah Ulfah

Sales Orders

	+ 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 128 Kbps
- PC/Laptop with minimum RAM of 4 GB

Accelerate your business growth with FORCA CRM



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#DXwithSISI

Terima Kasih



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