



# Customer Relationship Management (CRM)

## Efficient, responsive service

Utilizing Salesforce CRM technology, our system efficiently streamlines and manages our customer interactions and data by ensuring restaurant queries are channelled to the right team enabling swift, efficient responses and solutions to restaurants.

### Features

- Dashboards, KPI metrics and reports to assess performance
- Ability to upload images and attachments
- Full communication stream in one location for all details relating to restaurant issues, including supplier responses
  - features timed responses including appropriate escalation
  - enables Customer Service, Field Service, ROP and Transportation teams a view of their respective interactions with restaurants
  - enables KPI tracking of communications
  - provides historical record of interactions
- Logging system for telephone communications
- Manages to a single Martin Brower point of contact for restaurants
- Integrates with the MBSync platform providing enhanced functionality
  - Communications sent via MBSync are managed via the CRM and directed to the dedicated MB Planner or to the Customer Service and Field Service Team
  - Future-proof technology offering additional features and capabilities which can be incorporated as MBSync evolves

### Benefits

- Clear assignment of internal responsibility, issue status (closed, pending, assigned) and tracking to correct internal team or individual for effective, timely resolution
- One single 'source of truth' for each restaurant
- Increase in online, traceable communication resulting in a reduction in telephone communication and associated manual processes
- No missed communications
  - Ticketing system tracks and allows for closing out of all inbound requests
  - Outbound communications are also logged
- Historical tracking of communication enables swift resolution of credit queries