



# ANTHILL CRM

# EXTENDED PROFILE



## OVERVIEW

Anthill CRM is a cloud-based sales automation and customer insight tool for companies of all sizes. Users can monitor all website inquiries, appointments, and installations, and customer activity is presented in a customer history feature. This offers customer contact and progress notes and allows for consistent interaction with customers across an organization.

Automated customer emails and SMS can be personalized with name and location, sent at specified points in the selling funnel, which allows for the nurturing needed to fulfill a sale. This is triggered based on customer behavior, which can be managed in the workflows feature, which not only automates communication to the customer but also informs users when an action needs to be completed.

Customer satisfaction can be monitored within Anthill CRM through analytics, with the option to drill down into the health of leads. With a single click, it is possible to identify those leads that need urgent attention. This can be monitored further through the sales pipeline dashboard, that illustrates data at different stages of the sale.

The Anthill CRM API connects directly to your website and will integrate with a wide range of applications and legacy systems, including Sage, Google Analytics, and WordPress. Packages vary depending on whether you have a single site, multi-site or are a large enterprise. If you choose the multi-site option for 11 – 31 users you will receive free onboarding, training and setup and your own account manager.



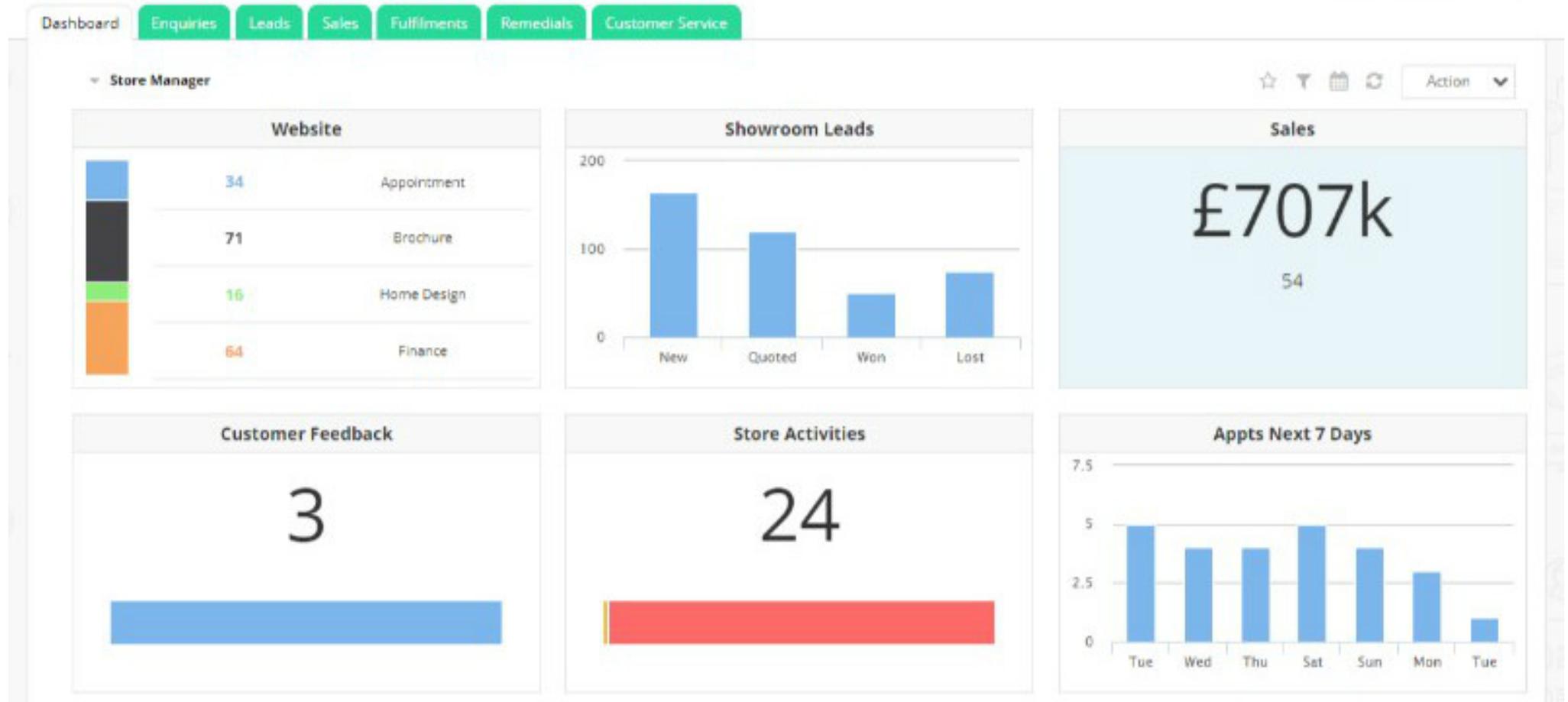
## SOFTWARE SPECIFICATION

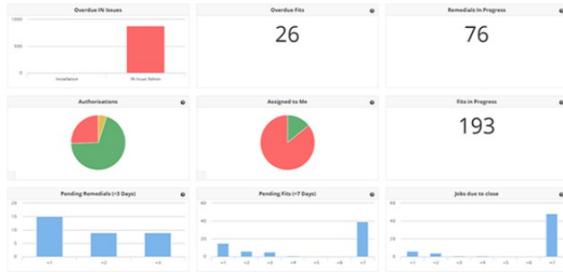
<b>OVERVIEW</b>	
PRODUCT NAME	Anthill CRM
<b>SOFTWARE FEATURES</b>	
API ACCESS	✓
CADENCE	✗
CONTACT MANAGEMENT	✓
CONTRACT MANAGEMENT	✗
DATABASE MANAGEMENT	✓
FUNNEL REPORTING	✓
INTEGRATIONS	✓
PARTNER TRACKING	✗
PERFORMANCE REPORTING	✓
PIPELINE MANAGEMENT	✓
PRODUCT & PRICE CONTROL	✗
SALES GAMIFICATION	✗
	✗

QUOTATION HANDLING	
TASK ASSIGNMENT	✓
TERRITORY/QUOTA MANAGEMENT	✓
<b>SUPPLEMENTARY FEATURES</b>	
CPQ	✗
CUSTOMER SERVICE AUTOMATION	✓
MARKETING AUTOMATION	✓
SOCIAL RELATIONSHIP MANAGEMENT	✗
<b>CUSTOMER SIZE</b>	
SMALL (1-50 USERS)	✓
MEDIUM (51-200 USERS)	✓
ENTERPRISE (201+ USERS)	✓
<b>OTHER FEATURES</b>	
MULTIPLE LOCATIONS	✓
MULTIPLE CURRENCY	✗
CUSTOMIZABLE	✓
<b>MOBILE FEATURES</b>	
IOS APP	✗
ANDROID APP	✗
NATIVE WEB APP	✓

<b>HOSTING METHOD</b>	
<b>CLOUD</b>	✓
<b>ON-PREMISE</b>	✗
<b>FURTHER INFORMATION</b>	
<b>PRICING</b>	£45 per user / month (billed annually)
<b>IMPLEMENTATION TIMEFRAME</b>	2-8 days

**SOFTWARE SCREENSHOTS**





What type of email would you like to create?

**1. Marketing**

Send emails to segments of your database to influence activity.

- Scheduled delivery
- One email to many recipients

Hi Clare,  
 20% off for you today!

**2. Transactional**

Send emails to support your process and inform recipients.

- Automated delivery
- One email to one recipient

Hi Clare,  
 Thanks for buying!

**3. On Demand**

Create email templates for users to send from Anbll.

- Ad hoc delivery
- One email to one recipient

Hi Clare,  
 We tried to contact you!

