

Net Process and Center Optics launched a success closer of Implementing NETCRM in UAE.

Center Optics is using NETCRM for tracking customer accounts, order management and sales forecasting. The company also leveraged the NETCRM platform to integrate NRTCRM with its back-end system, providing access to key business data. As a result, NETCRM helps increase the efficiency and productivity of the sales, marketing and service teams, and gives management the insight needed to make more strategic business decisions.

On the plus side, customers with successful CRM systems report higher profits; lower costs to attract and retain customers; greater customer loyalty; and smoother, more streamlined workflows. Specific benefits cited include: More timely and targeted customer services

Khalid Ghanem the Deputy GM of Center Optics – Emirates said:

"We've been pleased with the adoption rates and positive comments - everyone from field sales to upper management is happy about how it helps them do their jobs better. NETCRM has proven to be so successful solution and we are excited about using it to pull all of our various business data into a single application"

Tariq Ahmed, NetProcess General Manager said:

"We did our best efforts to develop NETCRM to improve the cycle of customer sales and services to gain level of experience with our valued client Center Optics"

About Center Optics

Optic Centre is a market leading opticians and boutique chain in the Middle East. The customer only needs to walk into one of the stores to experience the creative and innovative thinking, reflected in the luxury interiors and matching designer fashion eyewear. Optic Center is specialized in sophistication offering the very latest technological advances in the optical world.

About Net-Process.com

NetProcess is well established IT firm provides professional IT services to help customers automate their core corporate activities. It helps companies to implement software solutions that enable them to succeed.

We represent the highest level of competence and expertise in the region covering the areas of Software Development and System Integration.

We offer professional support services. These services comprise an integral part of its core business and ensure that the customers get the most out of their investment.