



# CRM Website Case Study

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iNEXUS

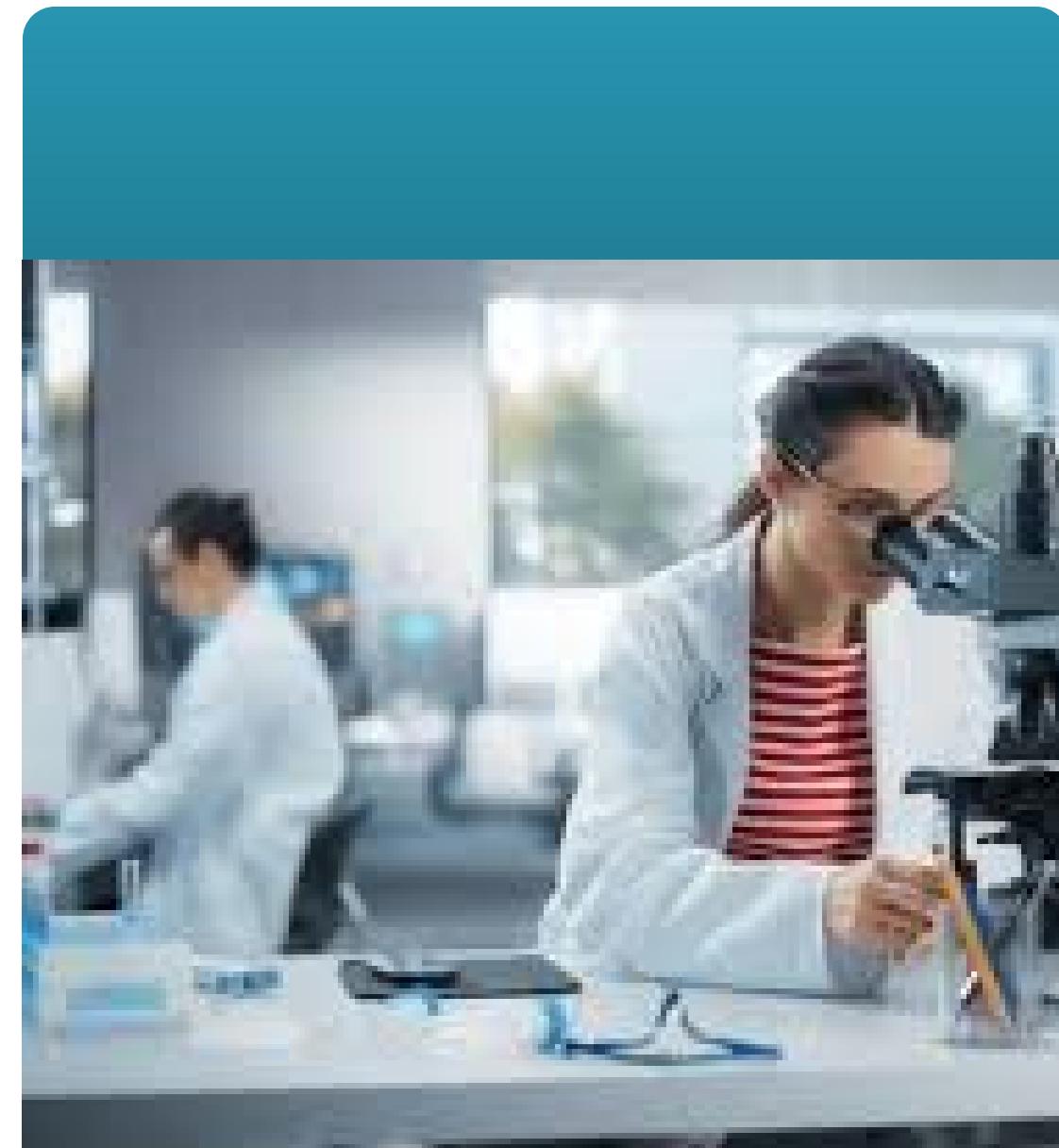
# 1. Overview

**Client Type:** Service-Based Enterprise

**Industry:** Scientific Instruments & Laboratory Solutions (Sales & Service)

**Business Focus:** Sales, service, and distribution of analytical and laboratory products including Spectroscopy, Chromatography, Supercritical Fluid Extraction (SFE), and laboratory equipment

**Service Provided:** CRM System Design, Development & Implementation



## 2. Business Challenges

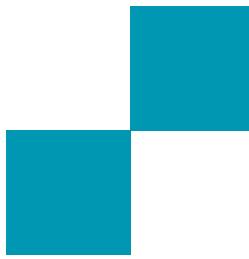
- Inexus required a unified CRM system to manage its sales-driven, service-oriented operations efficiently. Customer and lead data maintained across emails, spreadsheets, and disconnected tools
- Limited visibility into long and complex sales cycles for scientific instruments
- Difficulty tracking enquiries, demos, quotations, and follow-ups
- Inconsistent coordination between sales, service, and product teams
- Compliance risks in managing institutional and customer data



### 3. Objectives

- Centralize customer, lead, and enquiry data
- Improve sales pipeline visibility for laboratory products
- Enhance coordination between sales and service teams
- Ensure secure and compliant data handling
- Enable management with real-time reports and dashboards





## 4. Solution Delivered

A web-based CRM solution tailored for scientific instrument sales and services, enabling:

Lead and enquiry management from multiple channels

Customer profiling for laboratories, institutions, and enterprises

Product-based opportunity tracking (Spectroscopy, Chromatography, SFE)

Automated follow-ups and sales workflows

Post-sales service and interaction tracking

**The CRM platform is secure, scalable, and accessible to authorized users.**

## 5. How It Works (System Flow)

- **Lead Capture:** Enquiries captured from website forms, emails, calls, and sales teams
- **Customer Management:** Centralized customer profiles and interaction history
- **Sales Tracking:** Opportunities mapped to specific products and solutions
- **Workflow Automation:** Automated reminders, approvals, and follow-ups
- **Reporting:** Real-time dashboards for sales performance and pipeline tracking



# 6. Compliance & Data Governance

## a. Data Security & Privacy

- Role-based access control
- Secure authentication and encrypted data transmission
- Controlled visibility of sensitive customer information

## b. Regulatory & Data Compliance

- GDPR-inspired data protection practices
- Consent-based lead and enquiry capture
- Audit trails for customer interactions and updates

## c. Process Standardization

- Defined sales and service workflows
- Consistent documentation of customer interactions



## 7. Implementation Phases

### Phase 1: Requirement Analysis

Stakeholder consultation, customer journey mapping, and compliance assessment.

### Phase 2: Planning & Architecture

CRM feature planning, system design, and technology selection.

### Phase 3: UI/UX Design

Role-based, responsive interfaces with intuitive dashboards.

### Phase 4: Development & Configuration

CRM customization, product mapping, integrations, and workflow automation.

### Phase 5: Testing & Quality Assurance

Functional, UAT, and security testing.

### Phase 6: Deployment & Training

Production deployment, user training, and documentation handover.

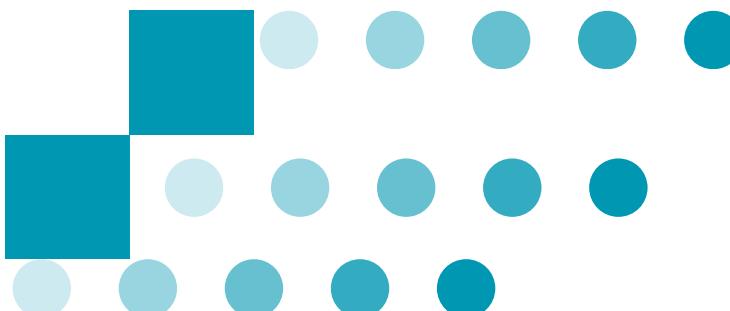
## 8. Impact & Results

- Improved lead conversion and sales efficiency
- Centralized management of customers and product enquiries
- Faster follow-ups and improved customer engagement
- Better coordination between sales and service teams
- Enhanced compliance and audit readiness



## 9. Key Features

- Lead and opportunity management
- Product-based sales tracking
- Customer interaction history
- Automated follow-ups and reminders
- Role-based dashboards and reports



## 10. Technologies Used

- Frontend: HTML5, CSS3, JavaScript
- Backend: ASP.NET Core / Java / PHP
- Database: SQL Server / PostgreSQL / MySQL
- Hosting: Cloud or On-Premise Server

## 11. Conclusion

“The CRM implementation for Inexus delivered a secure, scalable platform that improved sales efficiency, customer engagement, and data-driven decision-making.”



This case study demonstrates Inexus's ability to leverage CRM technology to support complex, product-driven sales and service operations.