

**DSOFT** PLAN  
IS TO IMPROVE  
OUR SERVICES  
AND HELP TO  
FORMALIZE  
A SET OF  
STRUCTURES  
AND GOALS  
TO ENSURE  
THAT YOUR  
SOFTWARE IS  
ACCESSIBLE  
AND REUSABLE  
IN THE SHORT,  
MEDIUM AND  
LONG TERM.

**CONVERT  
YOUR  
IDEAS INTO  
APPLICATIONS**

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SOFTWARE AND HARDWARE SOLUTIONS

Customer Relationship Management

**DSOFT**



**DSOFT**

Build software solutions that  
bring clients' needs  
and satisfaction

Solve challenging technical  
problems with our clients

**CRM**

Customer relationship  
management (CRM) is an  
approach to manage a  
company's interaction with  
current and potential customers

**CRM improves business  
relationships with customers,  
specifically focusing on  
customer retention and  
ultimately driving sales growth**

CRM Goal :  
Improve business relationships.

It's traditionally been used as a  
sales and marketing tool,  
customer service teams are  
seeing great benefits from  
CRM systems.

**CUSTOMER  
RELATIONSHIP  
MANAGEMENT**

CRM is a simple,  
customizable dashboard  
that can tell you a customer's  
previous history with you,  
the status of their orders,  
any outstanding customer  
service issues, and more.

A CRM platform enables you to  
manage the enquiry across  
channels without losing track.

a CRM makes it easy for your  
whole team to track the status  
of every customer relationship

It's a category of integrated, data  
driven solutions that improve  
how you interact and do business  
with your customers