SALEZSHARK

Building Stronger Connections
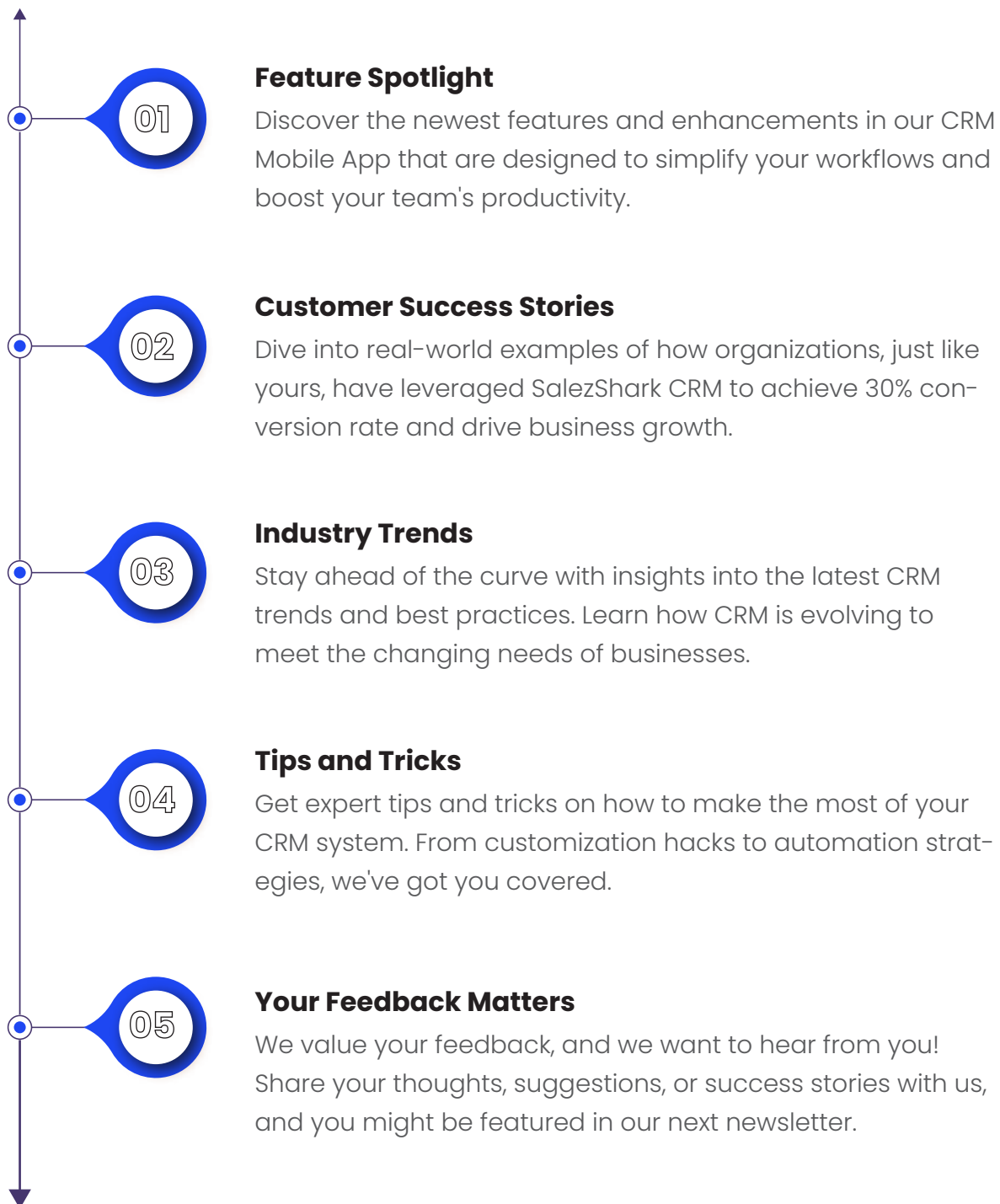
One Update at a Time

Dear Valued Clients and Subscribers,

Welcome to the latest edition of the SalezShark Newsletter! As the leaves change color and the temperatures drop, we're here to warm up your CRM experience with a bundle of exciting updates, insights, and tips to help you make the most of your customer relationships.

In this edition, you can expect to find:

01

Feature Spotlight

Discover the newest features and enhancements in our CRM Mobile App that are designed to simplify your workflows and boost your team's productivity.

02

Customer Success Stories

Dive into real-world examples of how organizations, just like yours, have leveraged SalezShark CRM to achieve 30% conversion rate and drive business growth.

03

Industry Trends

Stay ahead of the curve with insights into the latest CRM trends and best practices. Learn how CRM is evolving to meet the changing needs of businesses.

04

Tips and Tricks

Get expert tips and tricks on how to make the most of your CRM system. From customization hacks to automation strategies, we've got you covered.

05

Your Feedback Matters

We value your feedback, and we want to hear from you! Share your thoughts, suggestions, or success stories with us, and you might be featured in our next newsletter.

"

Thank you for being a part of the SalezShark CRM community. We are dedicated to helping you build stronger, more meaningful relationships with your customers, and this newsletter is just one of the many ways we strive to support your success.

Without further ado, let's dive into this month's CRM insights.

Happy reading!

Warm regards,

Ajay Chauhan
CEO & Co-Founder
SalezShark
ajay@salezshark.com

Feature Spotlight

Boost Productivity with Our Latest Mobile App Release!

We're thrilled to announce the latest updates to our CRM mobile app, designed to empower our users with enhanced functionality and efficiency on the go. With this update, users can now enjoy a seamless and intuitive interface that simplifies contact management, improves task tracking, and introduces AI-powered insights for smarter decision-making. Our goal is to provide you with a comprehensive CRM experience at your fingertips, ensuring you can nurture leads, close deals, and stay connected with your customers effortlessly. Stay ahead in the game with our upgraded CRM mobile app, designed to supercharge your productivity and drive success.

Our team has been hard at work, and we can't wait to introduce you to these exciting new features:
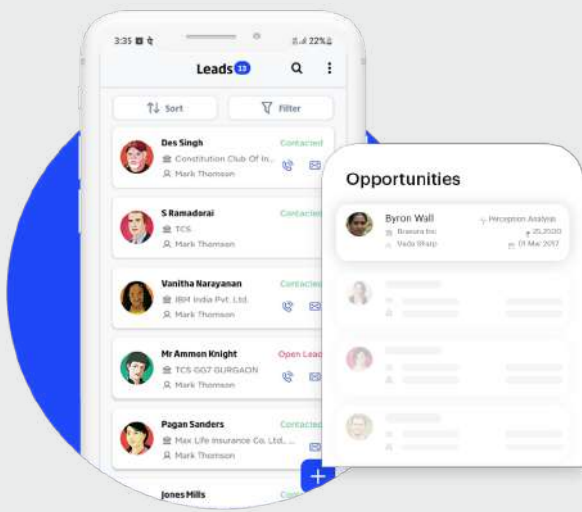

Brand New User Interface for Lead, Contact, Account, Opportunity Module

Say hello to a fresh and modern look for our Lead, Contact, Account, and Opportunity modules. Enjoy a sleek, intuitive interface that makes managing your customer relationships and sales opportunities a breeze.

Simpler Activity/Task Creation

We've simplified the process of creating activities and tasks within the app. Now, you can effortlessly schedule and manage your to-dos, so you never miss an important follow-up or deadline.
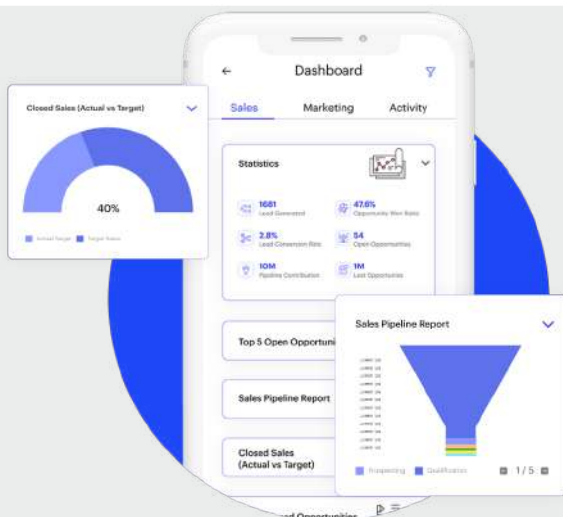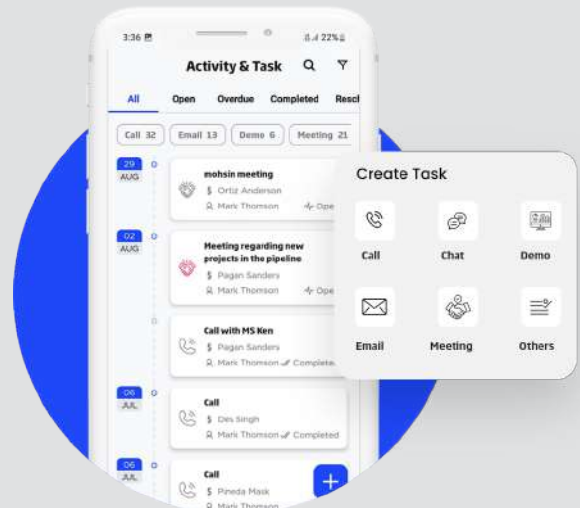
AI-based Simpler Dashboard

Our AI-driven dashboard is getting smarter! Experience a personalized, data-rich dashboard that provides real-time insights and actionable recommendations, helping you make informed decisions on the go.
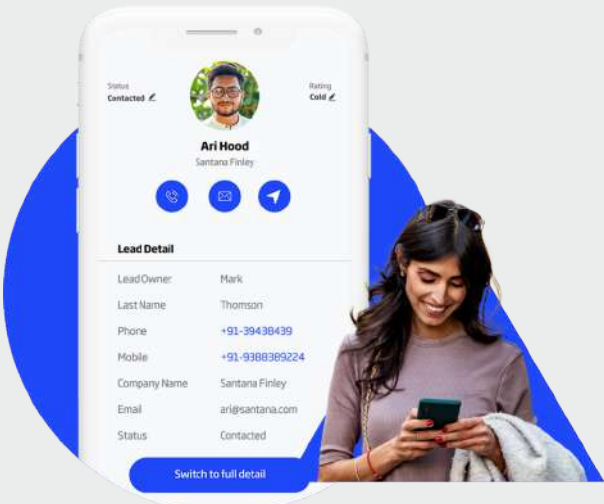
Smart View Detail Page of All the Modules

Dive deeper into your data with our smart view detail pages. Get a comprehensive view of all the modules, with advanced filtering and sorting options to find the information you need quickly.

Quick Onboarding with Direct Access

Onboarding has never been easier. Enjoy a seamless and speedy onboarding process with direct access to the app's core features, so you can start using it effectively right from the get-go.
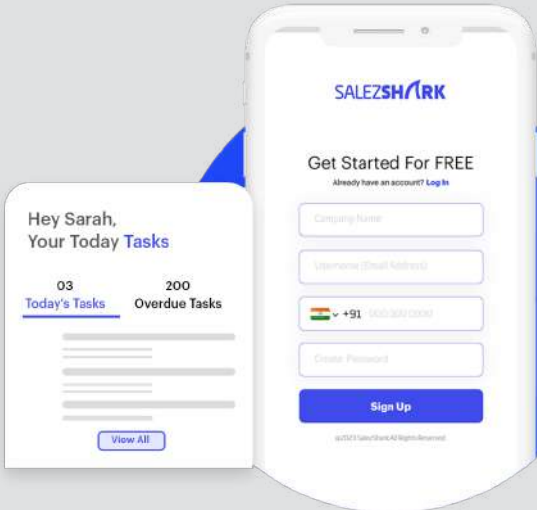
Join the Success Story

Turning Challenges into Opportunities

30%
increase
in Conversion Rate

In every corner of the world, businesses are realizing the transformative power of SalezShark's cutting-edge CRM solutions. In this edition, we're thrilled to bring you a remarkable customer success story that showcases the incredible results achievable through our platform. Meet Check an Invoice, a dynamic player in their industry, as they share their journey of growth and success with SalezShark.

Read More

Higher conversion rates

Access to a precisely targeted database enabled focused outreach with 30% increase in conversion rate as well.

Enhanced Engagement

Effective CTAs proved helpful in engaging recipients and increased website visits, customer communication, and lead generation.

Improved Efficiency

With an intuitive email marketing tool, Check An Invoice is able to streamline its campaign creation and management processes. This efficiency definitely save their time and resources.

Increased ROI

As email campaigns become increasingly efficient, the ROI for email marketing efforts has also seen significant growth, driven by the ability to comprehend customer behavior and preferences through precise analytics.

Navin Khaware

AVP-Sales

Check an invoice

"We were facing several challenges in our marketing efforts, from acquiring a targeted industry-specific database to finding a user-friendly email marketing solution. SalezShark stepped in as the solution to all these challenges, providing us with the tools and expertise needed to streamline our sales and marketing endeavours. Their precise email analytics have given us the insights we needed to craft more effective campaigns. It's truly transformed the way we connect with our audience and drive results."

Industry Trends

Titled "Global Healthcare CRM Market: Industry Analysis, Share, Size, Growth, Opportunities, and Forecast 2023-2028," the latest report from IMARC Group provides a comprehensive examination of the industry, offering valuable insights into the global healthcare CRM market share. In 2022, the global healthcare CRM market reached a size of US$ 13.9 Billion. IMARC Group anticipates robust growth, with the market projected to reach US$ 28.8 Billion by 2028, indicating a notable Compound Annual Growth Rate (CAGR) of 12.71% during the forecast period of 2023-2028.

The Healthcare CRM market is set to exceed $28.8 billion by 2028, showing a remarkable 12.71% CAGR

Healthcare Customer Relationship Management (CRM) entails the use of specialized software by healthcare organizations to effectively manage interactions with their patients. This technology enhances patient satisfaction by ensuring prompt and efficient responses to inquiries while simultaneously reducing time spent. Moreover, it plays a pivotal role in enhancing profitability, mitigating the risk of errors, and optimizing overall communication channels. Healthcare CRM also aids in streamlining administrative tasks, tailoring the billing process, and reducing manual workload. Consequently, healthcare CRM solutions find widespread adoption in hospitals, clinics, diagnostics centers, and ambulatory surgery centers across the globe.

Source : DigitalJournal

## Check Now

Global Healthcare CRM market
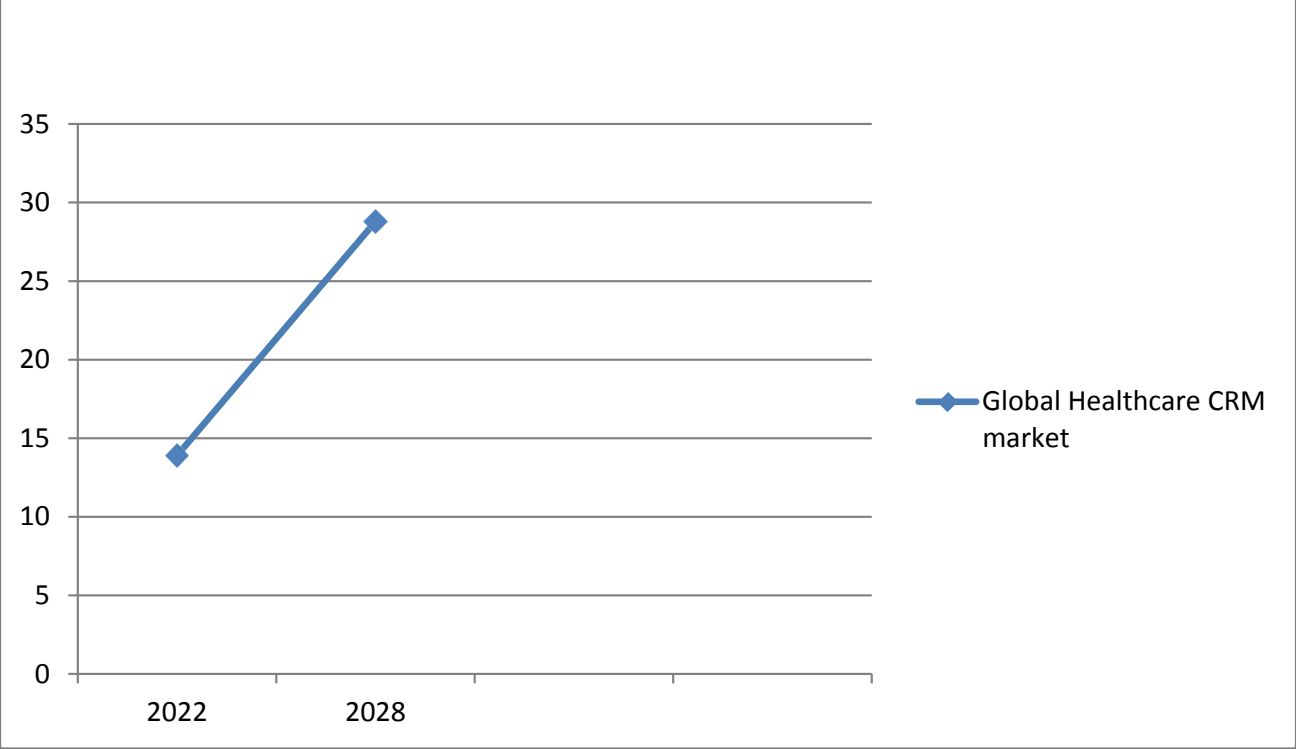
Tips & Tricks

Why WhatsApp Notifications Are the Next Big Breakthrough?

WhatsApp notifications, officially referred to as "conversations" by Meta, facilitate seamless exchanges between private users and businesses via the WhatsApp Business Platform. This feature boasts impressive versatility, encompassing WhatsApp broadcasts, customer service interactions, and automated chatbot responses, opening up a plethora of avenues for enhanced customer engagement.
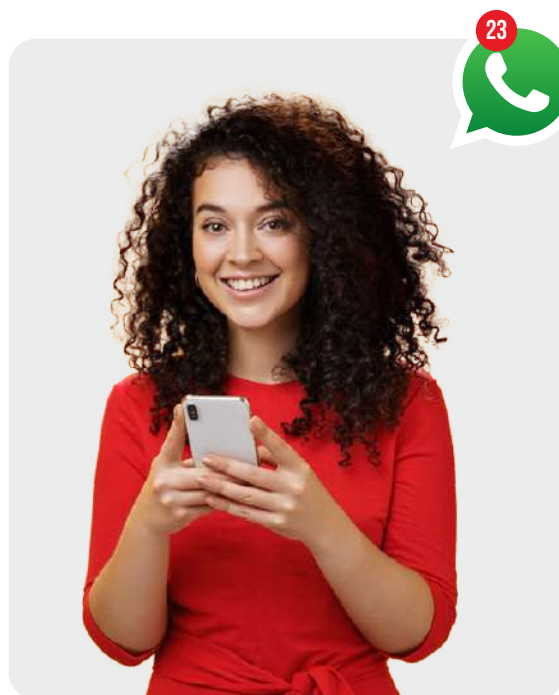
Particularly in nations like India, Singapore, and the UK, where WhatsApp reigns as the preeminent messaging app, businesses have an extraordinary opportunity to connect with and captivate their customer base. While email and phone calls remain viable communication channels, the potential and key performance indicators (KPIs) associated with WhatsApp notifications are undeniably more compelling.

Click-Through-Rate

E-Mail
3%

Social Media
5%

Banner
1%

Messenger
35%
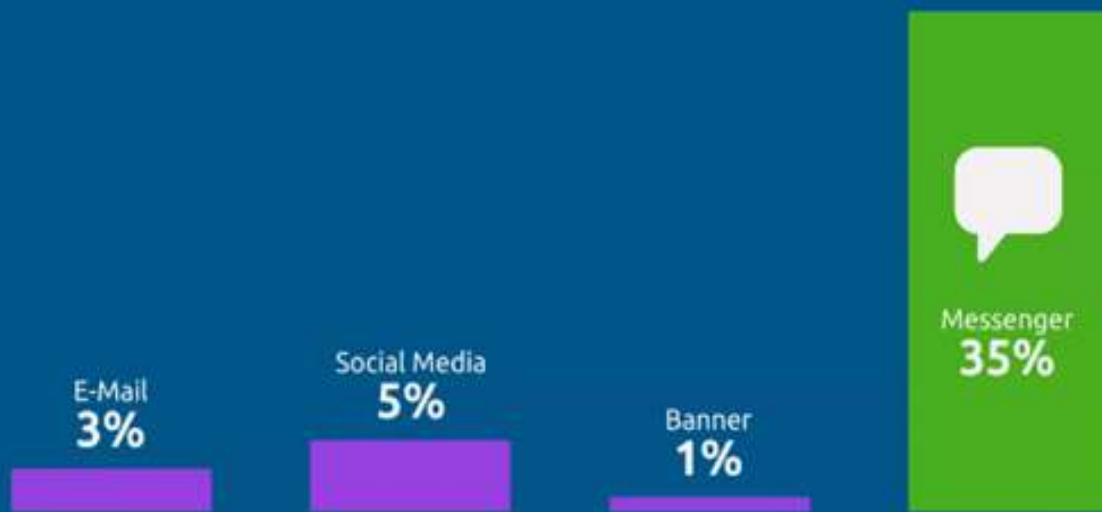
With click-through rates surpassing 33% and a remarkable 60% surge in sales, it's evident that instant messaging apps like WhatsApp are outshining email in engagement.

WhatsApp boasts an astounding open rate of approximately 95%, whereas emails languish at an average open rate of 21.5%. Furthermore, while email typically yields click-through rates of merely 3%, instant messaging apps soar to more than ten times that figure!

Source : DigitalJournal
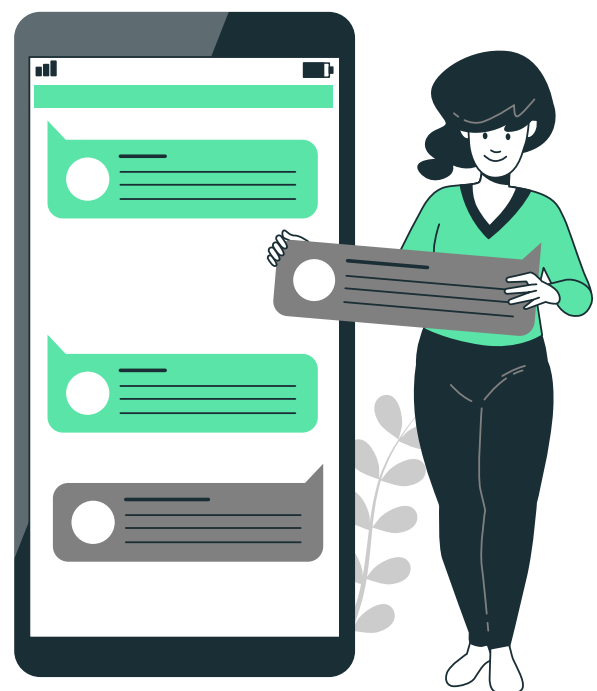
Check Now

Dive into the details to discover how integrating WhatsApp into your CRM can take your business to new heights.

Boost Sales Efficiency with Sales Tracking Software

Are you ready to supercharge your sales game?

Discover the secrets to unlocking your team's full potential with Sales Tracking Software. In this content, we'll unveil expert tips and tricks to help you streamline your sales processes, maximize productivity, and drive revenue growth. Stay ahead of the competition – harness the power of data-driven decisions, automation, and real-time insights.

Your success story starts here!

Your Feedback Matters

At SalezShark, we truly value your feedback as it plays an integral role in shaping our services to meet your needs and expectations. Your input guides our continuous improvement efforts, ensuring that we provide you with the best possible experience. We encourage you to share your thoughts, suggestions, and experiences with us, as they serve as the compass that directs our commitment to excellence.

Thank you for being an essential part of our journey, and we look forward to hearing from you.
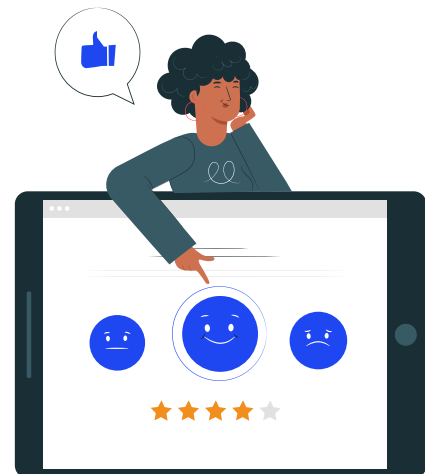
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