

mearas_

Your **Customer Journey**
Automation partner



About Us



Mearas Technologies is a Sales domain driven IT solutions & services company that is driven by its customers' business and technology imperatives.

With adoption of AI/ML technologies as part of our software development methodology, we help customer automate their end-to-end customer journey processes by building customized applications to suit their unique sales environments.



Why Mearas?



We bring to the table 20+ years of domain experience in complex sales and customer journey processes.

Our goal is to help organizations gain real-time customer and sales process insights, streamline sales process and help reduce customer acquisition and revenue generation cycle times. That's the RoI we endeavor to deliver.

Our expertise is backed by our product DNA and strong domain understanding & experience of the customers' side of the business. This innate understanding helps Mearas deliver customized solutions that help customers meet revenue goals.

6 key success factors (KSF) in your customer journey

- Seamless and Real-time visibility into your end-to-end Sales process
- Cycle-time reduction at each step of the customer acquisition, sales and retention process
- Efficient and effective response management system for customer engagement
- Effective TOTF lead management system
 - Response & Tracking
 - Probability analysis
 - Management
 - Nurturing & Progression
- Enhanced sales team productivity
 - Lead generation
 - Lead responsiveness & engagement
 - Conversion
- Real-time analytics and reporting dashboard to track performance metrics



What we do

We build tailored AI-powered applications to automate your sales and customer engagement journey with the objective of helping you deliver on the 6 key success factors (KSF)



Core customer journey process that we build & automate



Lead to cash



Order to cash



Lead to Opportunity



Lead to Response



Quote to Order



Issue/Service request to Resolution



Customer Relationship Management

AI-driven automation - Use cases

AI/ML driven messaging
and content creation
system

Demand Forecasting
system

Lead generation to
articulated and customized
response to lead

Automated Lead and
pipeline management
system

AI/ML driven algorithm
platform for prediction of
high probability leads

Be-spoke workflow
driven CRM system

AI-driven automation - Use cases

AI/ML driven algorithm platform for auto-review of SOW, Contracts and agreements

Execution and leadership strategy dashboard

Quotations, designs and proposal Automation system

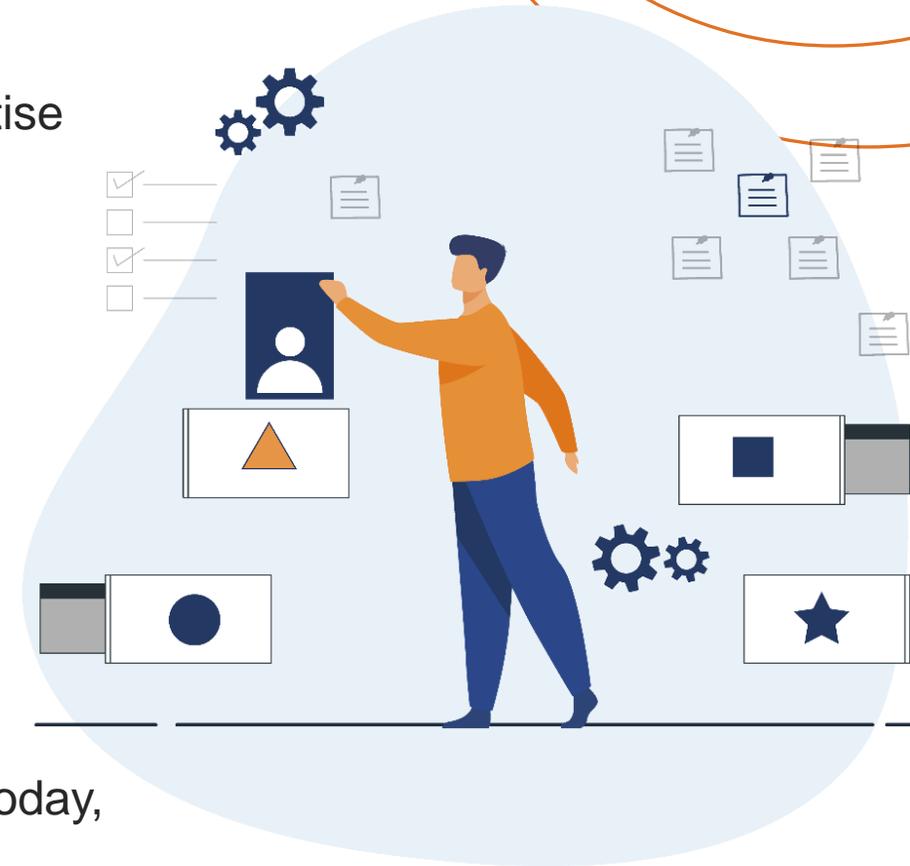
Finished Goods inventory management and order processing system

After Sales Service platform for seamless customer engagement

B2B Portals

Our Value Proposition

- We understand complex sales processes. 30+ years of domain expertise and subject matter experience in complex Sales processes
- Focus only on One area of expertise – Enabling and Automation of your end-to-end customer journey
- We understand the end-to-end customer eco-system success imperatives and metrics
- Equally strong technology and development team to translate the process blueprint to software applications
- We build tailored applications that not only fit your unique processes today, but are architecturally built to scale up for future business growth too



Project Requirement

Designing and developing a tailored B2B Customer Portal for streamlining self-order management for a battery manufacturer.

About Client A reputed automotive battery manufacturer with an established and a growing network of distributors and channel partners.

Identified Challenges & Solution Scope

- Absence of tailored self-service order portal for distributors and channel partners.
- Subscription-based SaaS/CRM proved uneconomical for large distributor networks.
- Cloud portals risked data pilferage and exposed security vulnerabilities.
- A custom portal was required for order placements across diverse product variants.
- Siloed data slows order placement, hindering operational efficiency and fulfilment.
- The absence of automated, dynamic pricing quotes complicated order placements.



Tailored self-service B2B portal to enable distributors to place orders seamlessly.



Cost-effective, CRM to reduce subscription expenses for large networks.



Robust security protocols and encryption to minimize data pilferage risks.



Customized B2B portal to support diverse product variants with dynamic pricing.



Centralized data integration to offer real-time inventory and order visibility.



Automated quoting system with dynamic pricing simplifies order placement.

Solutions offered by Mearas

Outcomes & Impacts



Mearas' tailored self-service portal cut order processing times by 40%.



Mearas' custom CRM reduced subscription costs by 35% for large networks.



Mearas' advanced security protocols lowered data breach risks by 50%.



Mearas' dynamic pricing automation boosted conversion rates by 25%.



Mearas' centralized data boosted inventory visibility, cutting fulfillment delays by 30%.



Distributor satisfaction increased by 20% after Mearas' solution rollout.

Project Requirement

Providing tailored CRM systems for Lead Management and prediction of High-Probability Leads to counter inconsistent follow-ups, optimize high-quality lead tracking.

Client's Industry Segment:

Data and Demand Gen Services for ITS Products & Solutions

About Client

Our client is a trusted growth partner for tech-driven companies worldwide, delivering advanced sales and marketing solutions. They help businesses to scale using persona-based lead data and targeted demand channels.

Identified Challenges & Solution Scope

- Manual tracking led to inefficiencies and missed follow-ups.
- High lead volumes caused errors and reduced pipeline visibility.
- Legacy system integration proved challenging and costly.

Mearas Technologies implemented an integrated solution to automate lead tracking, manage pipelines and forecast leads.



Automate lead scoring and segmentation using intent analysis, CRM and aggregated data.



Generate tailored responses via NLG based on lead-specific information.



Proactively engage leads with AI-powered chatbots and virtual assistants.



Analyse engagement metrics and use ML to predict conversions and recommend next actions.

Solutions offered by Mearas

Core Objective:

The project aimed to deploy an automated CRM with AI/ML to streamline lead management and predict high-quality leads.

Outcomes & Impacts

Mearas Technologies' solution enhanced response management and transformed customer journeys.



Optimized follow-ups boosted conversion rates by 32%.



AI predictions supported smarter sales decisions, reducing lead churn by 20%.



Seamless integration improved data accuracy by 27%.



The solution increased customer engagement by 40%



Cut response times by 35%, driving significant operational efficiency

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Thank You

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