Swivelt
A Nityo Group Company

Automate Performance Management and Simplify Collaboration

Control every aspect of your business with our all-in-one performance management platform for your teams (employees, partners and suppliers)

Performance Management
Simplify performance management and make it easy for your teams to drive their success

Project Management
A powerful tool to manage projects and digitize processes quickly and easily.

Collaboration
Structured yet simple and efficient tool for team communication and knowledge sharing

HRMS
Powerful HR tool covering all your people's needs

Gamification
Make performance management fun and exciting for your team

Rewards
Reward and motivate your rock stars so that they continue to move and shake your business straight to success

Document Management
Create a "toolbox" for each role to increase productivity and stop losing time hunting

Task Management
Simplify task management and distribution (1:1 or to everyone) with a single view that helps with prioritisation, collaboration and progress

Communications
Design custom feeds that automatically pull and organise internal and external information to save time spent searching

Business Intelligence
Have a look across the organization to see the trends in the business.

Custom Integrations
Simplify employee experience and hide your spaghetti junction of tools with one interface into your business

CRM
Manage all your sales, marketing, support, and suppliers effortlessly

- Sales
- Marketing
- Support
- Suppliers
- Reporting and Analytics
- Automation
- Self-Serve

iCRM
Part1

Increase productivity and efficiency across your whole business. Manage all your sales, marketing, support, and suppliers effortlessly. Plus, make it easier to do business with your company with a complete self-serve offering to your customers and suppliers

SALES

Customizable Sales Process

Create multiple custom stages, personalized views, re-organize the layout to suit your needs and processes
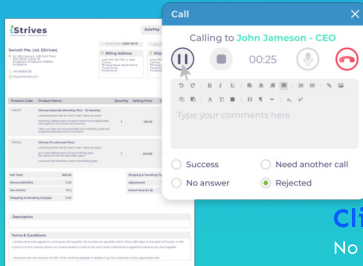
360 Degree Deal View

A single location to get a complete view of your customers, contacts and the entire sales and support engagement. With just a click get to your full interaction and commercial information

Quote to Invoice

Go from quote to order to invoice and manage products and services. Specify the price, quantity and send them to your customers directly from the CRM

Click-to-Call Solution

No need for a separate calling system, with the inbuilt click-to-call you can manage inbound and outbound calls which are automatically logged including the call recording. The customer record auto appears when they call so you can ensure they get the right experience

MARKETING

Email Marketing

Send emails effortlessly to targeted customers and track email campaigns to build sales momentum

Full Campaign Management

Manage all your marketing campaigns and track their performance from lead generation till a closed deal

Webforms Builder with UTM Tracking

Use Webforms to automatically collect information and needs from site visitors as well as their source using UTM tags. Use it for lead generation, contact creation, support, customer satisfaction and many more options

Template builder

Easy to build email templates, drag and drop editor, automation tools to track analytics in real-time, and convert visual builder designs to HTML email templates and vice versa

CUSTOMER SUPPORT

Manage Satisfaction

Collect customer satisfaction and NPS scores directly into iCRM and use workflows to automate case follow-up to ensure customer feedback is converted into actions that will enhance their experience
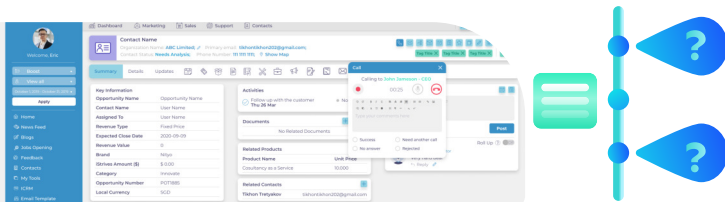
Full Case Management

Fully automate case creation, assignment, and resolution process. Make it easy for team members to collaborate seamlessly to increase first time resolution rates

FAQ into Knowledge

Turn frequently asked questions into a knowledge base accessible on the self-service portal to reduce case volume and help your team focus on solving more complex problems

SUPPLIERS

Supplier Management

Get a 360-degree view of your suppliers and digitize/automate the end-to-end supply chain process. Store all commercial documents, stack rank supplier performance, introduce SLA based payments and much more
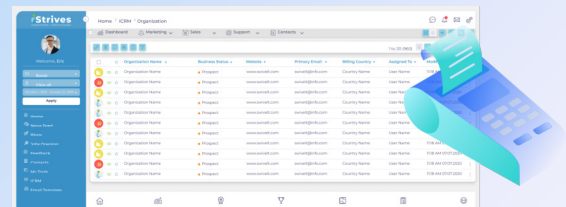
Supply to Inventory

Automatically update inventory so you can track all your products, improve inventory management and automate purchasing

Purchase to Payment

Manage the purchasing process and build custom approval flows and automation to digitize the process, reduce supply risk and reduce manual work

iCRM
Part2

Increase productivity and efficiency across your whole business. Manage all your sales, marketing, support, and suppliers effortlessly. Plus, make it easier to do business with your company with a complete self-serve offering to your customers and suppliers

ANALYTICS

Customizable Reports

Full flexibility to create custom reports to visualize the status and outcomes across the full customer and supplier journey

Connect Data for One View

Connect all your data sources via API or CSV upload and see how all your all your business operations are performing in real time. Draw insights from the various activities, process stages, and overall progress to help you spot opportunities for improvements

Dashboards & Scorecards

Create unlimited dashboards and scorecards to ensure the priorities for your business are being achieved and progressing in the right direction
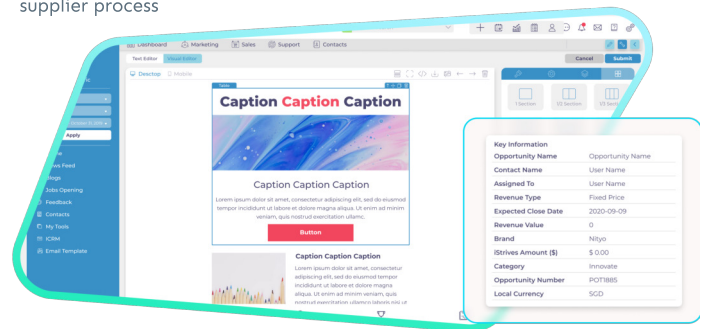
AUTOMATION

Workflows

Create custom workflows to automate any part of your marketing, sales, support, and supplier process

Custom Functions

Add custom actions to workflows to increase the power of workflow automation

Webforms

Power up your website to automatically create leads, deals, tickets, and other records

Automated Email

Set automation triggers to send emails internally and externally

SELF-SERVE PORTAL
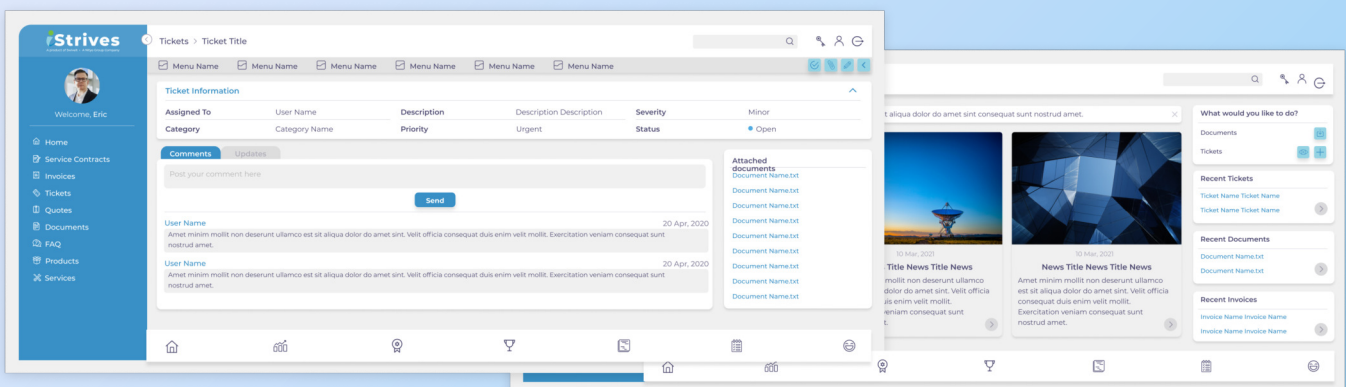
Customizable

Pick and choose different elements in iCRM to be displayed on your portal

Customers

Keep your business running 24/7 with a self-serve portal so customers can get support updates, make requests, make purchases, access FAQs and many other functions at a time that suits them

Suppliers

Connect your suppliers to your business so that they can work on projects with you, share supply availability, address requirement and other activities that will enable more efficiency in your supply chain process

iStrives Comparison

A Platform for Your Whole Business Rather than Just Isolated to CRM

GAMIFICATION

	iStrives	MS Dynamics	Salesforce
Performance Track	✓	—	—
Leaderboards	✓	—	—
Digital Awards	✓	—	—
Star Rating	✓	—	—

KNOWLEDGE MANAGEMENT

	iStrives	MS Dynamics	Salesforce
Knowledge Forums (Tips and Feedback)	✓	—	—
Innovation Management	✓	✓	—
RSS Feeds	✓	✓	✓
Shared Document & Content Sharing	✓	✓	✓

PERFORMANCE MANAGEMENT

	iStrives	MS Dynamics	Salesforce
Customizable Scorecard	✓	—	—
Customizable Performance Ranges	✓	—	—
Adhoc Objectives and Contests	✓	—	—
Connect External Data	✓	—	—
Metric Builder	✓	—	—
KPI & OKR Target Builder	✓	—	—
Performance Trigger Builder	✓	—	—
Any Data Analytics and Dashboads	✓	—	—
Incentives and Commissions	✓	—	—
Behavioral Mechanics	✓	—	—
Automated 360 Performance Review	✓	—	—

EMPLOYEE MANAGEMENT

	iStrives	MS Dynamics	Salesforce
Employment Records	✓	—	—
Time Management	✓	—	—
Asset Management	✓	—	—
Expense Management	✓	—	—
Holiday Management	✓	—	—
Benefits Management	✓	—	—
Compensation Management	✓	—	—
Commission Plan Builder	✓	—	—
Always on Time and Motion	✓	—	—
Organization Chart	✓	—	—
Customizable Hierarchies and Regions	✓	✓	✓
Customizable Employee Journeys	✓	—	—
Digitized Processes	✓	—	—

CUSTOMIZATION

	iStrives	MS Dynamics	Salesforce
Onion Skin External Tool Controller	✓	—	—
Integrations	✓	✓	✓
Menu Grouping/Items/Modules	✓	✓	✓

AWARDS

	iStrives	MS Dynamics	Salesforce
Customizable Rewards	✓	—	—
Incentives	✓	—	—
Commissions (Wallet)	✓	—	—
Trophies & Badges	✓	—	—

SECURITY

	iStrives	MS Dynamics	Salesforce
Security logs	✓	✓	✓
MFA (multi-factor)	✓	✓	✓
Single Sign-on	✓	✓	✓

ENGAGEMENT MANAGMENT

	iStrives	MS Dynamics	Salesforce
Feedback (360)	✓	—	—
Mood tracker/Pulse check/Polls	✓	—	—
Social Mechanics (Likes etc..)	✓	—	—
Latest Activities & Notifications Engine	✓	—	—

CUSTOMER RELATIONSHIP MANAGEMENT

	iStrives	MS Dynamics	Salesforce
Activity Dashboard	✓	✓	✓
Dashboard Creation	✓	✓	✓
Engagement Analytics	✓	✓	✓
Reporting & Statistics	✓	✓	✓
Sales Analytics	✓	✓	✓
Campaign Management	✓	✓	✓
Email Marketing Management	✓	✓	✓
Email Templates	✓	✓	✓
Email Tracking	✓	✓	✓
Lead Management	✓	✓	✓
Customer Management	✓	✓	✓
Contact Management	✓	✓	✓
Pipeline Management	✓	✓	✓
Opportunity Management	✓	✓	✓
Quote Management	✓	✓	✓
Sales Orders Management	✓	✓	✓
Invoice Management	✓	✓	✓
Supplier Management	✓	✓	✓
Inventory Management	✓	✓	✓
Calendar Management	✓	✓	✓
Project Management	✓	✓	✓
Task Management	✓	✓	✓
Follow-up Scheduling	✓	✓	✓
Document Management	✓	✓	✓
Filtered Views	✓	✓	✓
Multi-Currency	✓	✓	✓
Permission Management	✓	✓	✓
Email Integration	✓	✓	✓
SMS Integration	✓	✓	✓
App Builder	—	✓	✓
Market Place	—	✓	✓
API	✓	✓	✓

COLLABORATION

	iStrives	MS Dynamics	Salesforce
Project Management	✓	✓	✓
GEO Tagging	✓	—	—
Task Management	✓	✓	✓
Chat	✓	✓	✓
Feedback	✓	—	—
Click to Call	✓	✓	✓

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CONTACT US TODAY:

site: **swivelt.com**   email: **info@swivelt.com**   tel.: **+65 9658 2036**   **LinkedIn**   **YouTube**   **Facebook**

PRICE PLANS

USD/User/Month		Essential	Advanced	Pro	Premium	Custom
Paid Annually		$8	$15	$20	$30	POA
Paid Monthly		$10	$20	$25	$35	POA
iPerform	Scorecards, metrics, targets, performance triggers, AI Assist	✓	✓	✓	✓	✓
iGamify	Leader boards, gamification and contents	✓	✓	✓	✓	✓
iRewards	Incentive Tools, Star Rating, Contests digital and Monetary rewards	✓	✓	✓	✓	✓
iHive	Information feeds and publishing	✓	✓	✓	✓	✓
iCollaborate	Chat, Feedbacks and Tips (Video/Calls coming soon)	✓	✓	✓	✓	☐
iTask	Task management and monitoring	✓	✓	✓	✓	☐
iToolBox	Document management and sharing		✓	✓	✓	☐
iBoards	Dashboards and trend charts for business analysis		✓	✓	✓	☐
iProjects	Project management with geo tagging			✓	✓	☐
iPeople	HRMS systems, Behaviour Mechanics and Time and Motion			✓	✓	☐
iJourney	Digitise processes and employee journeys to simplify execution			✓	✓	☐
iCRM	CRM platform for marketing, sales, service and suppliers				✓	☐
iCustom	Customised UI to integrate 3rd party applications				✓	☐