

CRM Solutions for the Home Appliance Industry

2025/04

Rektec Information Technology Co.,Ltd



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Rektec – With the mission of enabling technology to accelerate enterprise growth, it helps Chinese enterprises to digitally transform and grow

Advanced technology platform + professional industry solutions + digital products

17+ years

Focus on the digital field of marketing services for more than 10 years

7+ industry solutions

High-tech/New Energy, Industrial Manufacturing, Automobile/Equipment, Home Appliances, Consumer Goods Retail, Medical and Health Care and Modern Service Industries

180+ regions/countries

Assisted Chinese enterprises to successfully implement and deliver Dynamics systems in more than 180 regions or countries around the world, and the overseas cases are far ahead

1000+ consultants and technologies

Professional implementation and service system, the largest team in the CRM field

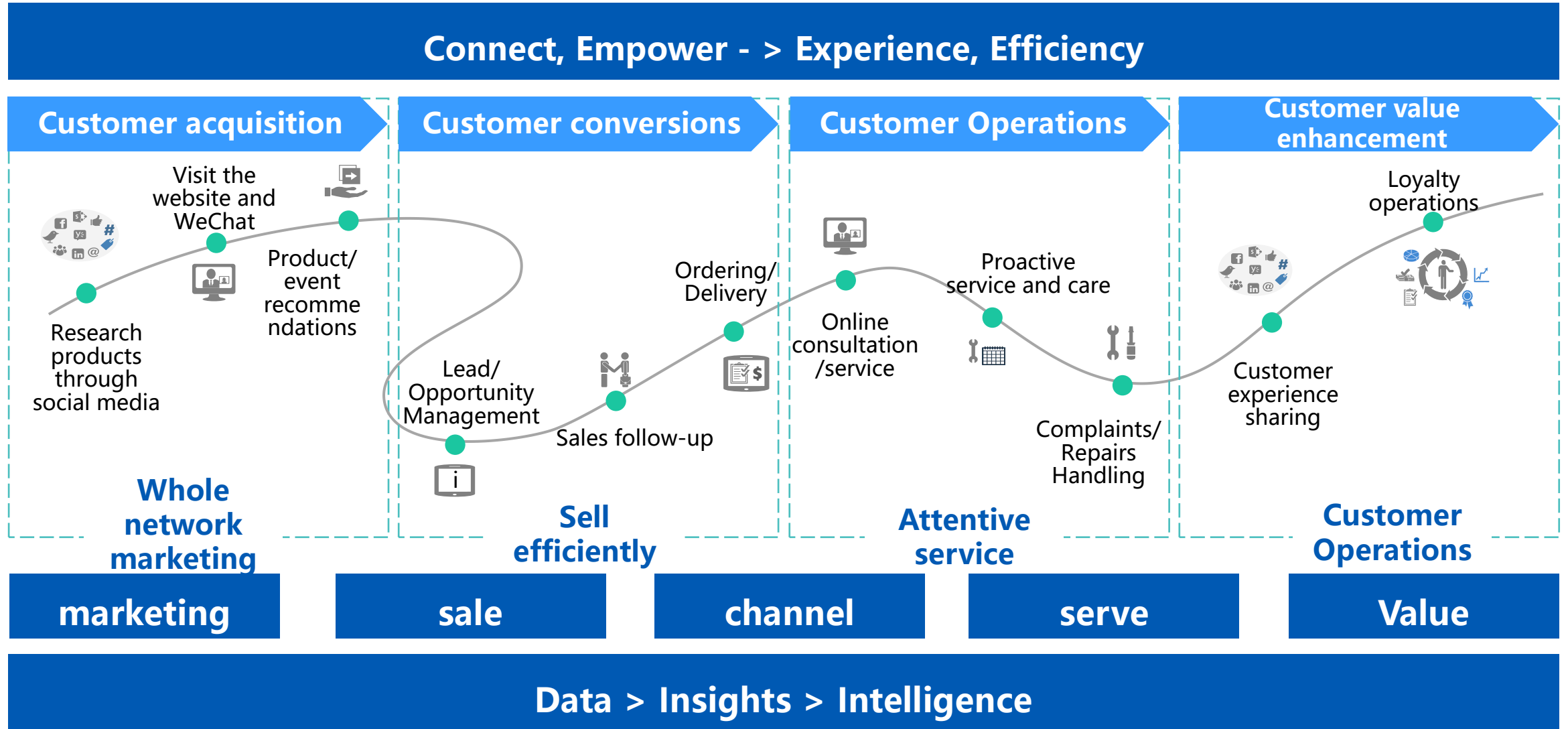
800+ successful customer cases

It has established cooperation with many industry benchmarking enterprises, and more than 70% of its customers are listed companies

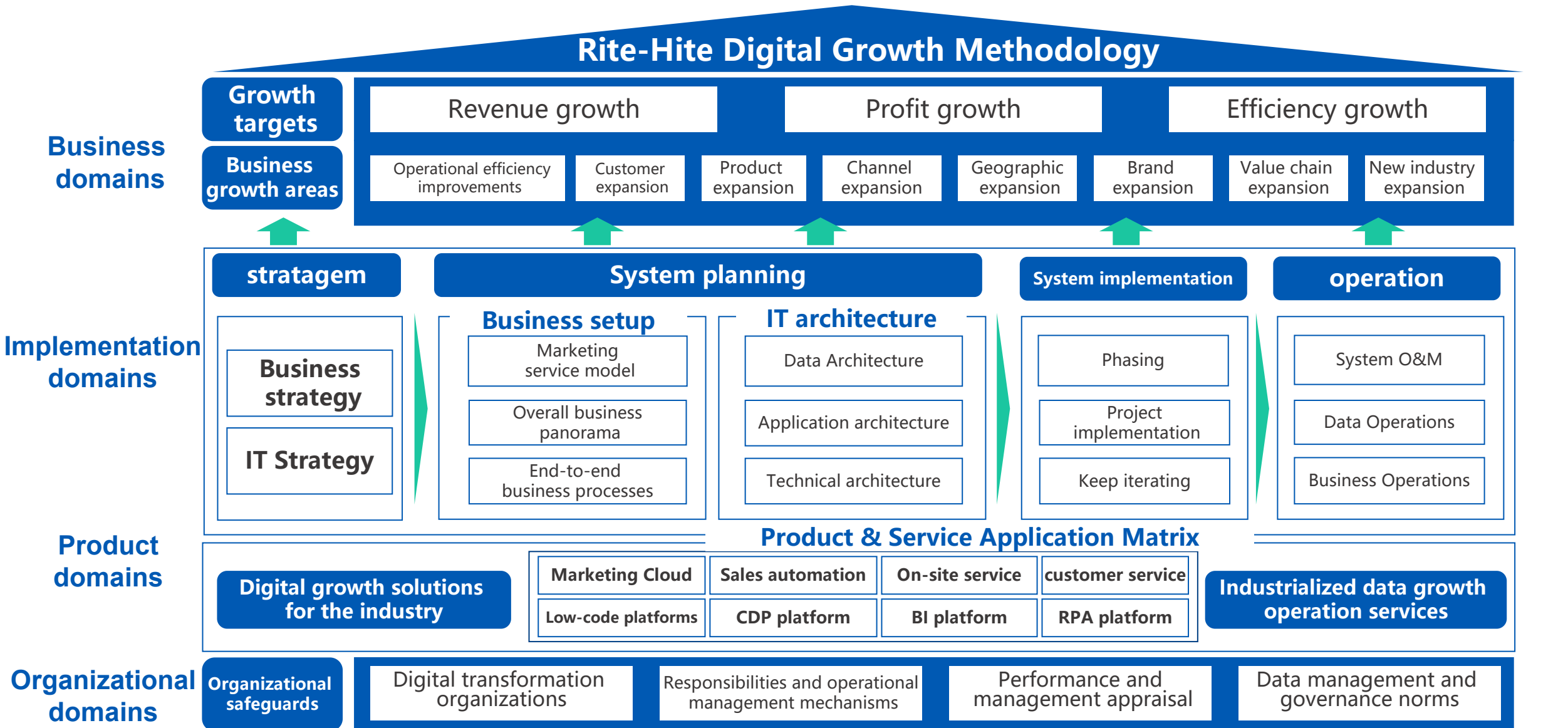
Fortune 500 and China Top 500 companies account for more than 20%.



Help enterprises build a customer-centric, data-driven digital growth system



Rektec Digital Growth Methodology

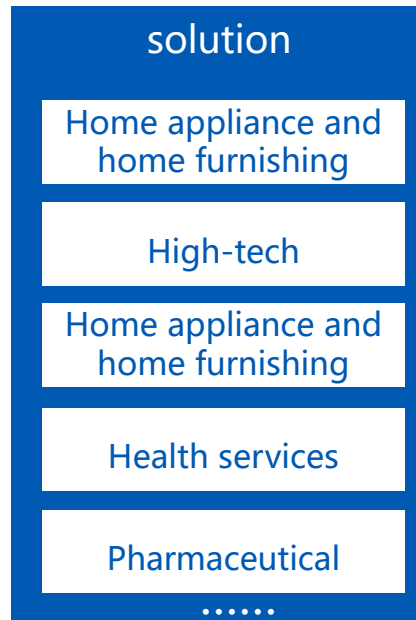


Rektec digital growth solutions, product suites, and services

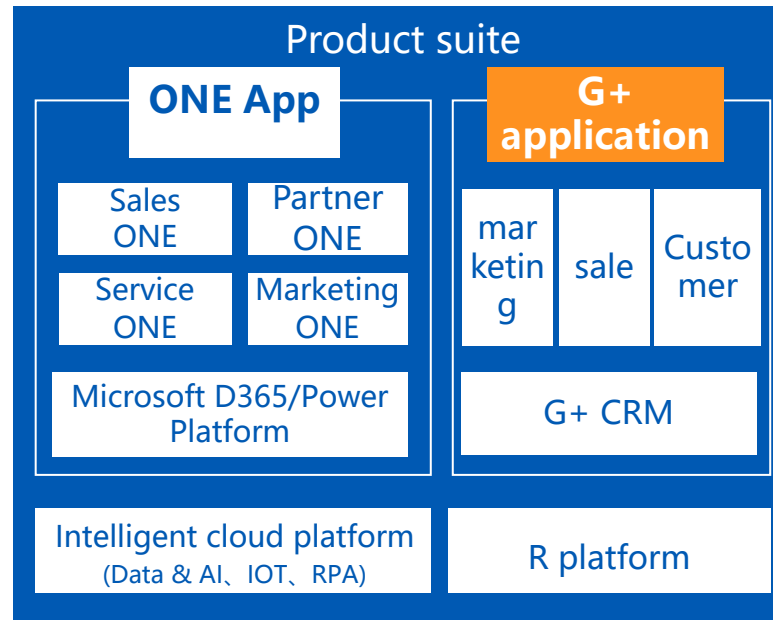
With the help of digital growth methodology, project implementation is carried out based on mature industry solutions and product suites, and continuous value creation for enterprises through operation management to accelerate enterprise growth

Rektec-Hite digital growth solutions, product suites, and services

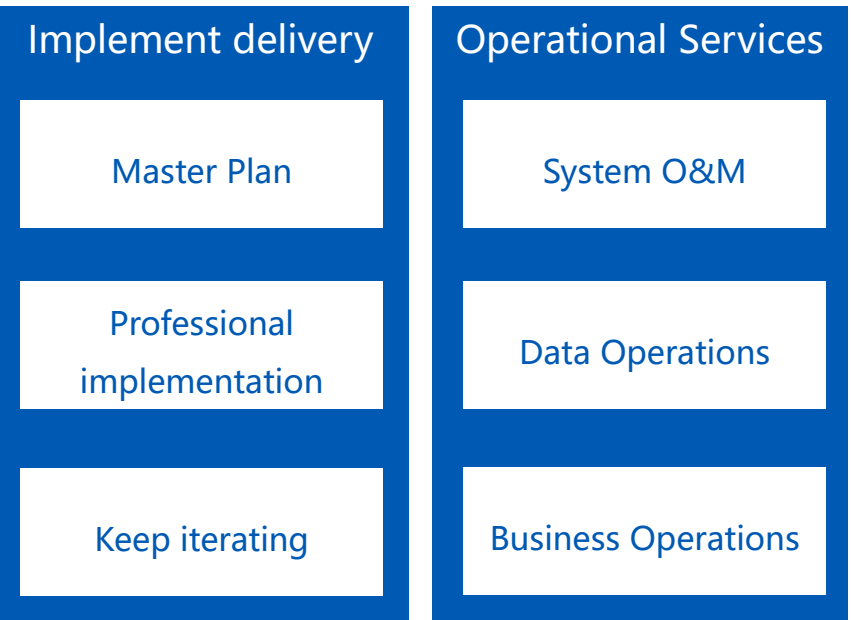
Revenue growth



Profit growth



Efficiency growth

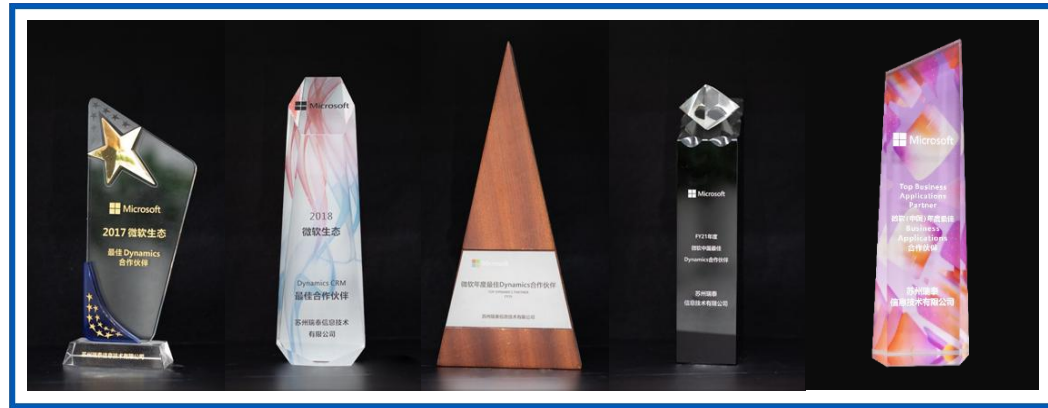


Digital Growth Methodology

Microsoft Gold Partner and Best Solution Provider



- National high-tech enterprise
- National Gazelle Enterprise
- Key software enterprises in the planning and layout of Jiangsu Province
- Suzhou Digital Economy Demonstration Enterprise
- Suzhou "head goose" enterprise



- It has been certified as a Microsoft Gold Partner for many years
- Microsoft Dynamics Cloud Pioneer Partner
- Microsoft Dynamics Best Ecosystem Partner in Greater China
- Microsoft Business Applications Partner of the Year



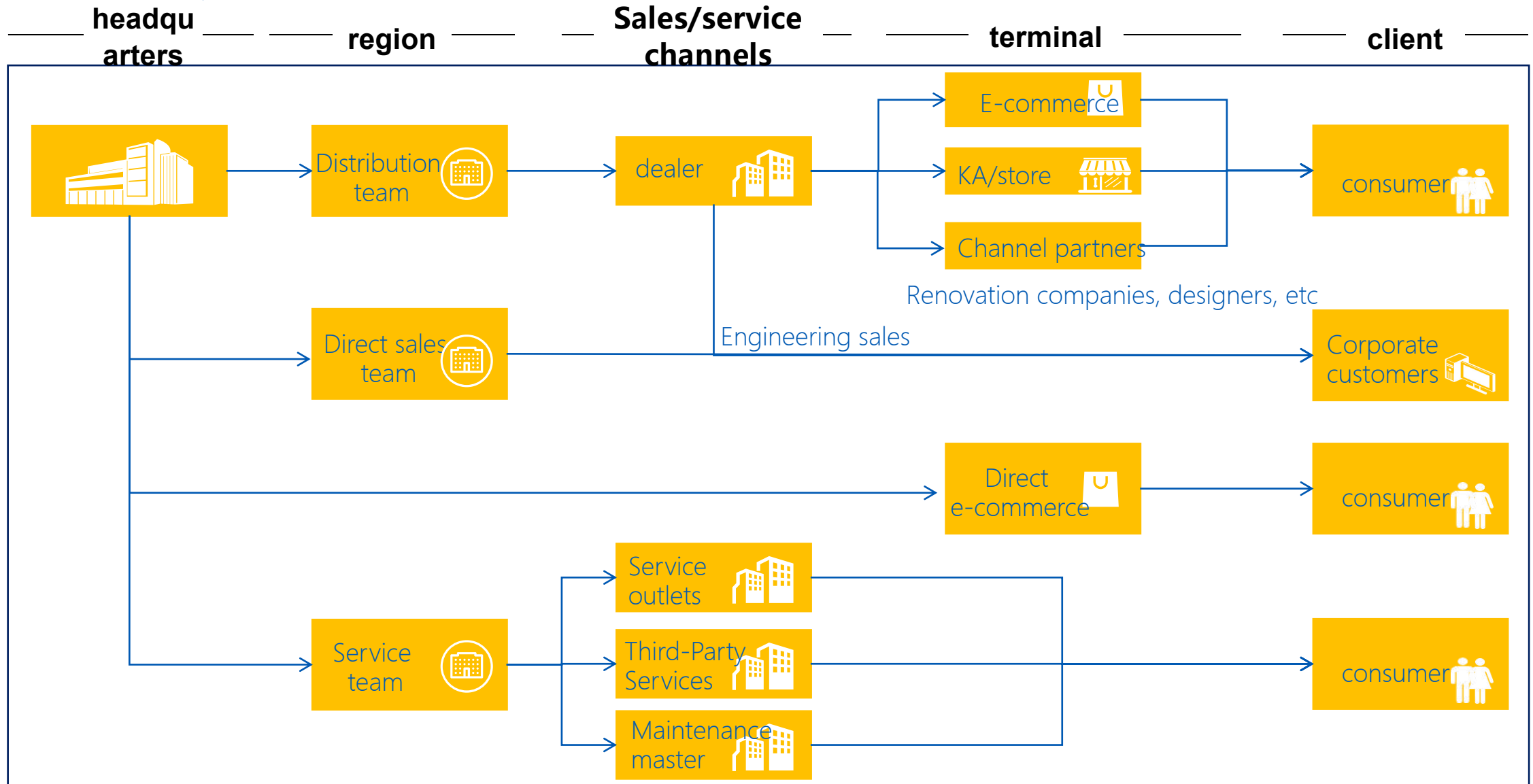
- ISO27001
- 2023 CEPREI Product Testing Certificate
- Highgo Product Compatibility Certificate

Based on CRM, mobile and cloud computing technologies, it promotes the innovation and transformation of enterprise marketing management, and is the largest Dynamics 365 CRM service provider in **Greater China**

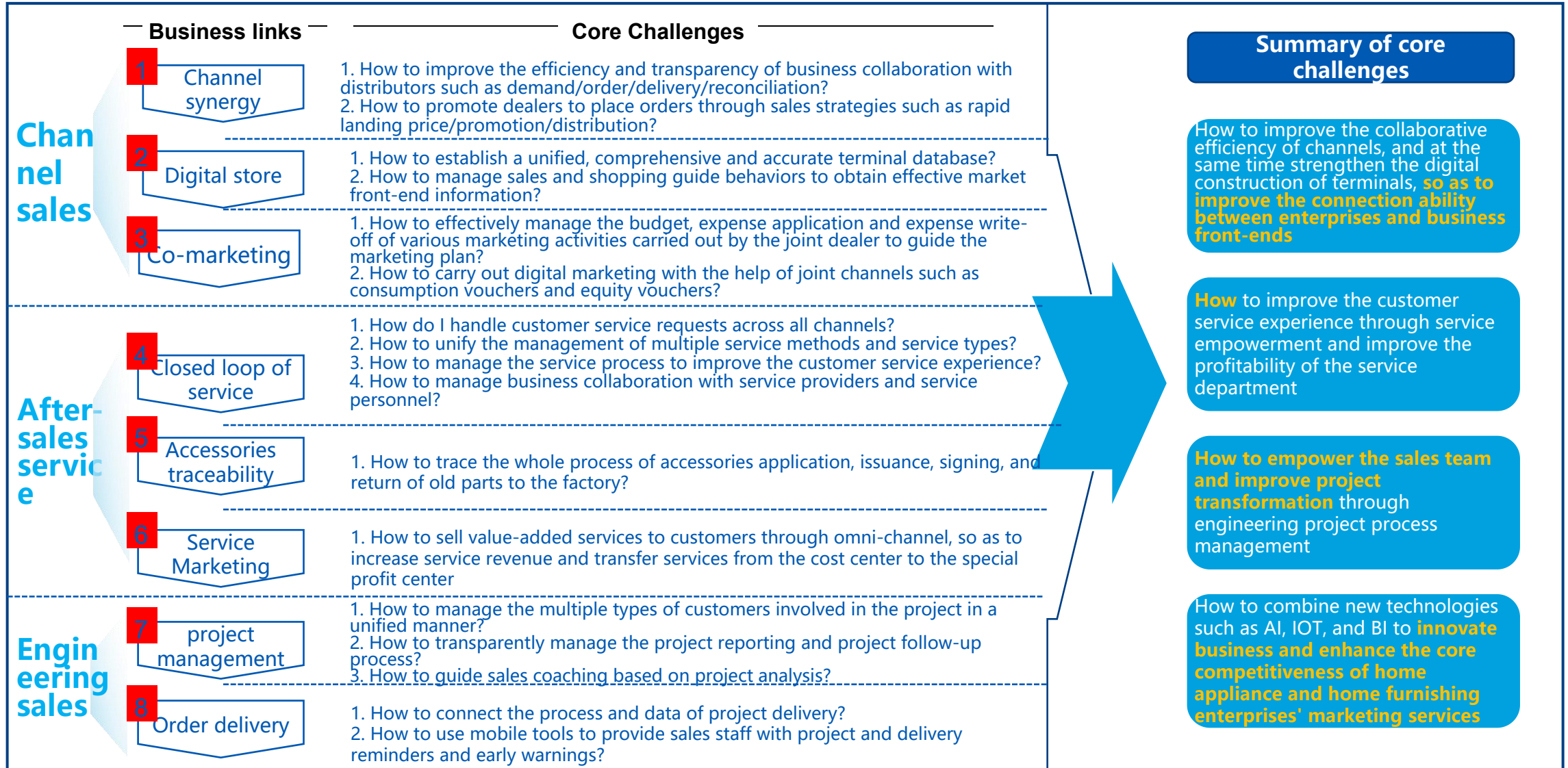
- ✓ The only service provider that has been providing Dynamics CRM business services **for more than 15 years** and has maintained continuous business growth every year, and the **number of MCP certified consultants accounts for 1/4** of the Greater China region
- ✓ **The only service provider that has served more than 500 listed companies** in the field of Dynamics CRM, and more than **1/2** of the CRM cases in Greater China.
- ✓ The only one that has been the **best Dynamics ecological partner in Greater China for 5 consecutive years** (FY17/FY18/FY19/FY20/FY21);

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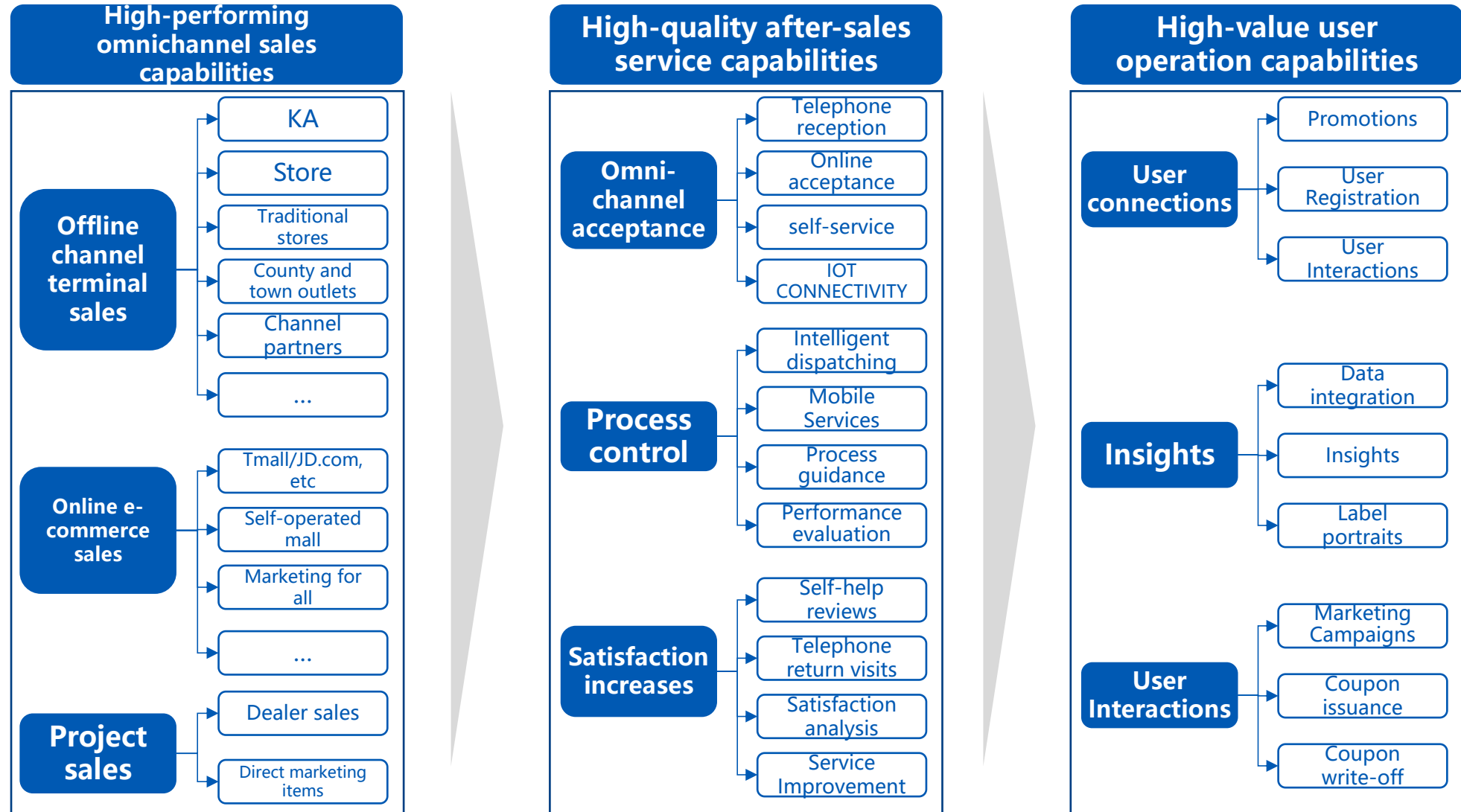
Conventional marketing service model in the home appliance industry



The core challenges faced by marketing services in the home appliance industry



Digital transformation architecture of marketing services in the home appliance industry



The home appliance industry realizes efficient operation driven by user value through four digitalizations

User-centric, experience and efficiency driven marketing service integration platform

business target


Digitize marketing
operations

Through transparent and unified standardized management of the engineering project process, and effective analysis based on data, the **sales team is empowered to improve project transformation**


Digitalization of channel
collaboration

Improve the efficiency of channel collaboration and strengthen the digital construction of terminals **to improve the connection between enterprises and the front-end of business**


Digitization of
service management

Multi-channel link to end users, through service empowerment, **to improve customer service experience**, and at the same time, based on value-added services, bring opportunities for secondary sales


Digitize the
user experience

Build a customer-centric marketing service platform, **innovate business, enhance the core competitiveness of enterprises, and improve the operation efficiency of private domain traffic**

Manage goals

Annual plan and goals
Project process management
Order delivery
operations improved
Sales team performance

Channel development and management
Channel targeting and forecasting
Order and inventory synergy
Reconciliation of financial transactions

Service capability/timeliness
Customer service satisfaction
Product failure rate
Service cost benefits

Drainage and prospect management
User insights and grouping
Refined operation and marketing
Business Partner/Pan-Membership System

The essential business

Use data to plan and formulate indicators, and analyze the achievement at any time;
Unified customer management, improve decision-making chain, demand, transaction and other information, and build a 360° view;
Standardize and visualize the order, service, and expense processes to improve efficiency;

Establish an evaluation mechanism for channel providers, and optimize channels by adjusting the level of channel providers, the survival of the fittest;
Efficient order, inventory and promotion, and financial reconciliation collaboration with dealers;
Analyze the sales and expenses of dealers at any time, and provide operational guidance and suggestions;

Reach end users through multiple channels, establish connections, obtain customer needs, and provide targeted value services;
Establish a standardized closed-loop service management process, and improve the efficiency of service management through online visual management;
Based on service data, multi-dimensional analysis to improve service quality;

Omni-channel customer acquisition, and the establishment of closed-loop management of potential customers, the development of channel partners to improve product recommendations;
Through user data insights, based on tag portraits, users can be effectively identified.
Carry out targeted marketing activities through grouping;



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