

# Florja for Customer Relationship Management

Florja  
be your plants' lifeline

the mobile wireless tool  
for plant monitoring made easy

Florja shows how your customers' plants are progressing - at all times and from anywhere



Design your own screens. Identify and clearly visualize data that's important to you.

- ✓ focussed customer support
- ✓ value-added products and services
- ✓ improved customer satisfaction
- ✓ community and trusted adviser

If you are interested in further information or a trial  
of the Florja system, please visit us at

[www.florja.com](http://www.florja.com)

# Florja for Customer Relationship Management

Florja  
be your plants' lifeline

## The detailed functions of the Florja system

### The CRM Suite:

Based on the leading global CRM platform, Florja helps you to understand and service your customers at the highest level: act - don't react, know - don't guess, advise - don't spam!

### focussed customer support:

Combine your customers' purchase history, client data and preferences with real-time information from our sensors and external data sources will enable you to determine individual customer support decisions on evidenced facts rather than generic assumptions.

### value-added products & services:

Customer behavior and subsequent needs can be accurately detected so that appropriate products and services can be developed and offered. A critical solution presented at exactly the right moment will give you strategic competitive advantage with a high probability of success.

### improved customer satisfaction:

Customers will feel nurtured with timely and focussed advices which will in turn lead to improved satisfaction. Additionally word of mouth recommendation will lead to greater customer loyalty and



retention.

### community and trusted advice:

Combining existing and real-time data with your industry expertise enables you to offer invaluable and trusted specialist advice utilizing community feedback for the benefit of your customers - a perfect medium to win trust and with it more loyal customers.

- ✓ detailed views of your customers' past history and real time status
- ✓ one platform for both the smart home and the smart garden
- ✓ reach new customers you could have never reached before
- ✓ send timely advice alerts through SMS, email or voice messages
- ✓ offer additional, value-added services to the help of your customer
- ✓ become **THE** recognised Trusted Advisor in your area of expertise

### Florja at a glance:

#### The sensors:

The Florja system includes both high-quality sensors, which can be grouped freely and wirelessly and configured for any applications. Using a powerful cloud platform, allows the greatest possible flexibility and design capability for any situation. The sensors measure temperature and humidity in soil and air, electrical conductivity in soil and light irradiation. Other sensors of your choice can be easily added to our open platform.

#### The platform:

WLAN or LoRa technology is used for wireless transmission, which is suitable for both public and private networks and ensures absolute control and independence. The cloud platform has a simple, user-friendly interface that can be accessed from any Internet-enabled device such as a smartphone, tablet or PC.

#### The advantages and benefits:

External data such as the weather forecast is also incorporated. The data evaluation is simple with easily understandable graphics and can be stored



for years to identify longer-term changes and trends. The application possibilities of the Florja system span your entire value chain, from production, distribution, through sales and reseller management, to subsequent CRM applications and maintenance services.

If you are interested in further information or a trial of the Florja system, please visit us at

[www.florja.com](http://www.florja.com)