

Integrations: The Layer

Combine your CloudMarketTools with
The Layer for a seamless lead-to-cash solution.

The Layer offers a customisable and flexible CRM system, powerful marketing tools, and seamless customer experience management for effortless ticketing and comprehensive analysis. By integrating the industry-leading capabilities of your billing system with The Layer, we deliver an unparalleled lead-to-cash software solution. This partnership will enhance business processes, ensuring increased data accuracy, efficiency, and superior customer experience.

With its off-the-shelf integration, The Layer CRM connects with your billing system, breaking down customer data silos and eliminates the need for manual data entry, significantly reducing the risk of human error. Enjoy the confidence of having synchronised data across systems, empowering your business and streamlining operations.



Key features

Customer Information Sync

Integrating with The Layer will automatically update all customer data from the CRM in your billing system, creating a single source of truth across both systems. This automatic data sync removes the need for duplicate data entry, lowering the risk of human error.

Marketing Management

Segment and target data with marketing campaigns to drive sales. Analyse campaign results with smart analytics to measure success and calculate ROI to inform future marketing strategies.

Customer Experience Management

The highly customisable service desk system enables your customers to receive the high standards of customer service they expect. Enhance your support processes with smart workflows, real-time analytics, SLA tracking and CSAT monitoring.

Benefits



Streamline operations and fuel business growth with the Channel's most intuitive CRM that's been specifically built for ICT and reseller organisations.



Drive more sales with The Layer's powerful marketing tools.



Synchronise customer data across your CRM and billing system for a single source of truth.



Increase customer retention rates by providing exceptional support with a flexible service desk.