SPIL

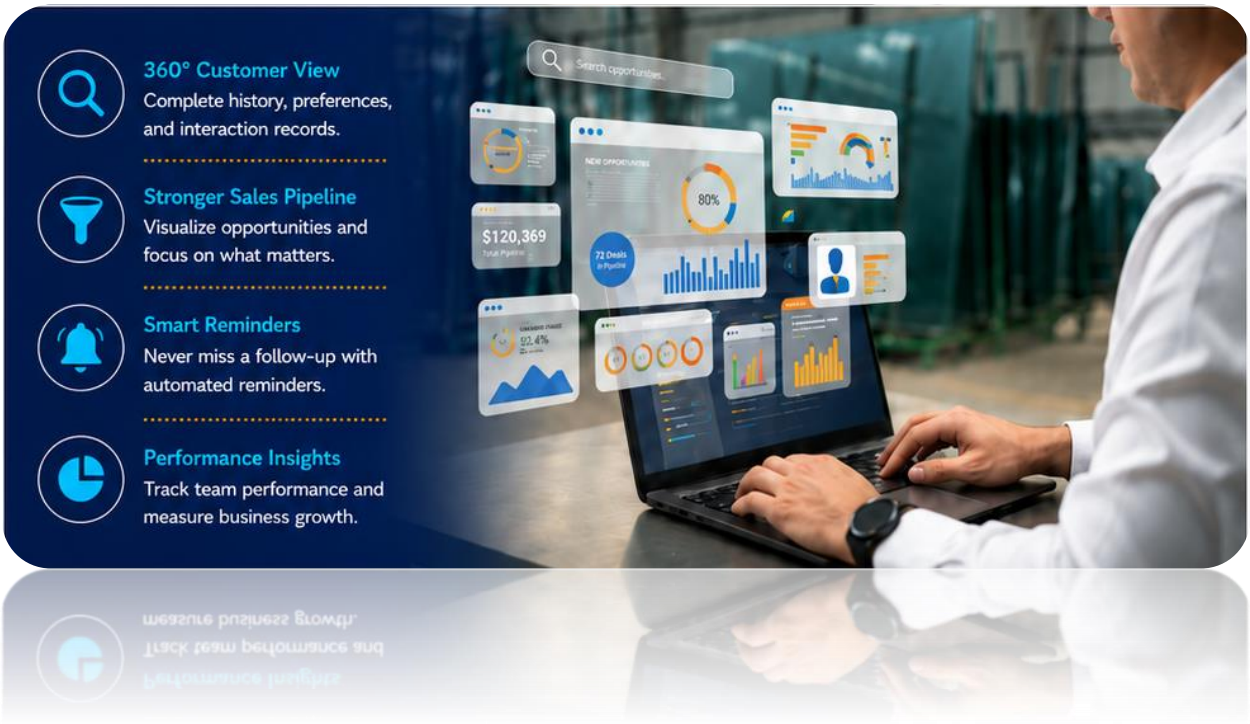
THINKING ABOUT PROFITABILITY

SPIL CRM

Customer Relationship Management for Flat Glass Fabrication

Smarter customer management. Clearer visibility. Stronger relationships.

Manage Business Opportunities with SPIL CRM



SPIL CRM is fully integrated with SPIL Glass ERP and is purpose-built for the flat glass industry. Unlike generic CRM tools, it is designed to support the specific challenges faced by glass fabricators, glaziers, and processors.

The solution provides a central place to manage prospects, customer information, sales activities, quotation follow-ups, service reminders, and project opportunities. This helps sales teams maintain better visibility, improve communication, and strengthen customer relationships.

By connecting CRM activities directly with SPIL Glass ERP, users can access live information such as opportunity status, quotation history, order progress, stock availability, production capacity, and delivery schedules. This enables faster responses, better decision-making, and a more connected customer experience.

Key Benefits

Prospect & Client Management

Maintain a complete view of prospects and customers in one central place.

Sales Pipeline Tracking

Track opportunities, stages, and follow-ups to improve conversion and win rates.

Quotations & Order Follow-up

Create quotations, track approvals, and follow up on orders with ease.

Real-time ERP Visibility

Access live data from SPIL Glass ERP for production, stock, and delivery status.

CRM Dashboard Overview/ Visual Section

Additional CRM Capabilities

- **360° Customer View**
  Complete history, preferences, and interaction records.
- **Smart Reminders**
  Never miss a follow-up with automated reminders.
- **Performance Insights**
  Track team performance and measure business growth.

ERP Data Connection

- Opportunity status
- Quotation history
- Order progress
- Stock availability
- Production capacity
- Delivery schedule

★ **From first enquiry to final delivery, SPIL CRM keeps your sales and operations teams connected.**

Why Upgrade to SPIL CRM

SPIL CRM is purpose-built to help glass businesses excel in today's competitive market. Here's why it is the smart choice for fabricators and glaziers in the flat glass industry:

CENTRALISED CUSTOMER MANAGEMENT

Keep all prospect/customer information—order history, preferences, and communication—in one place. Your marketing and sales team can deliver faster, more **personalised** service across the entire glass supply chain.

SALES AUTOMATION

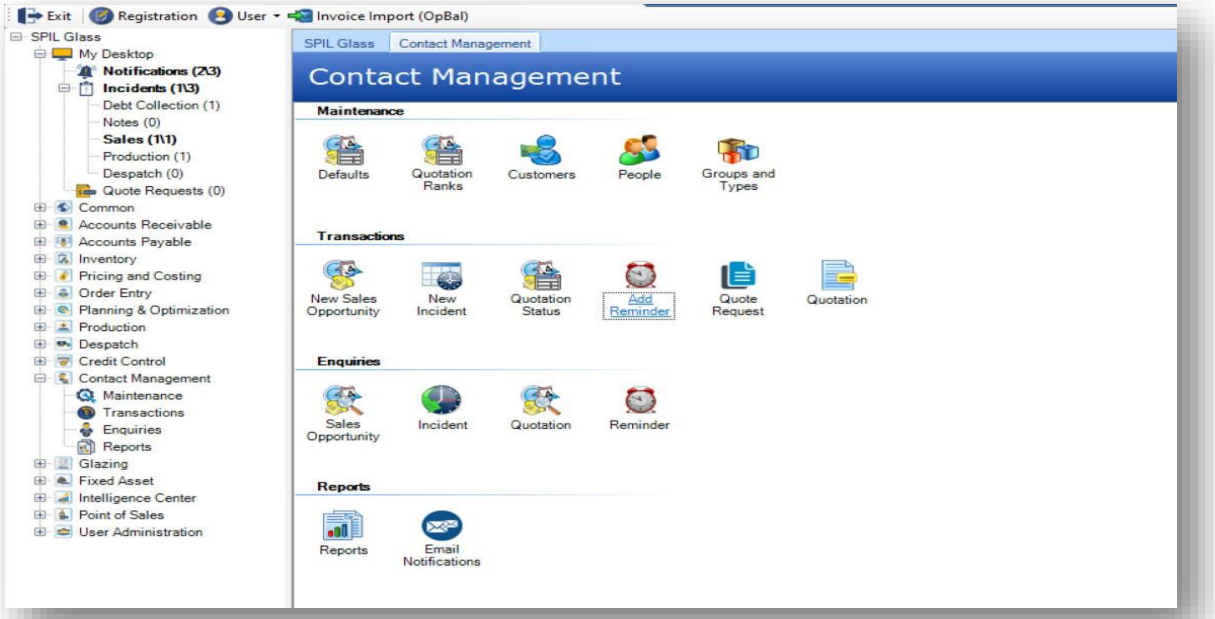
Automate routine tasks like follow-ups, reminders, and reporting. Free up your team to focus on nurturing leads and closing deals, giving you an **edge in the competitive glass market.**

INTEGRATED COMMUNICATION

Send emails and SMS directly from your ERP. Keep conversations **organised,** ensure timely updates on orders, shipments, and quotes, and strengthen customer relationships.

ACTIONABLE ANALYTICS

Gain insights into lead lifecycle, customer behavior, sales performance, and market trends. Use data-driven reports to uncover new opportunities and **optimise** your glass fabrication processes.



How SPIL CRM Can Help Your Flat Glass Operations

Pipeline Management

Effortlessly track leads, manage sales opportunities, and monitor progress—all fully integrated with core SPIL ERP modules such as order entry, inventory, and delivery management.

Decision-Making

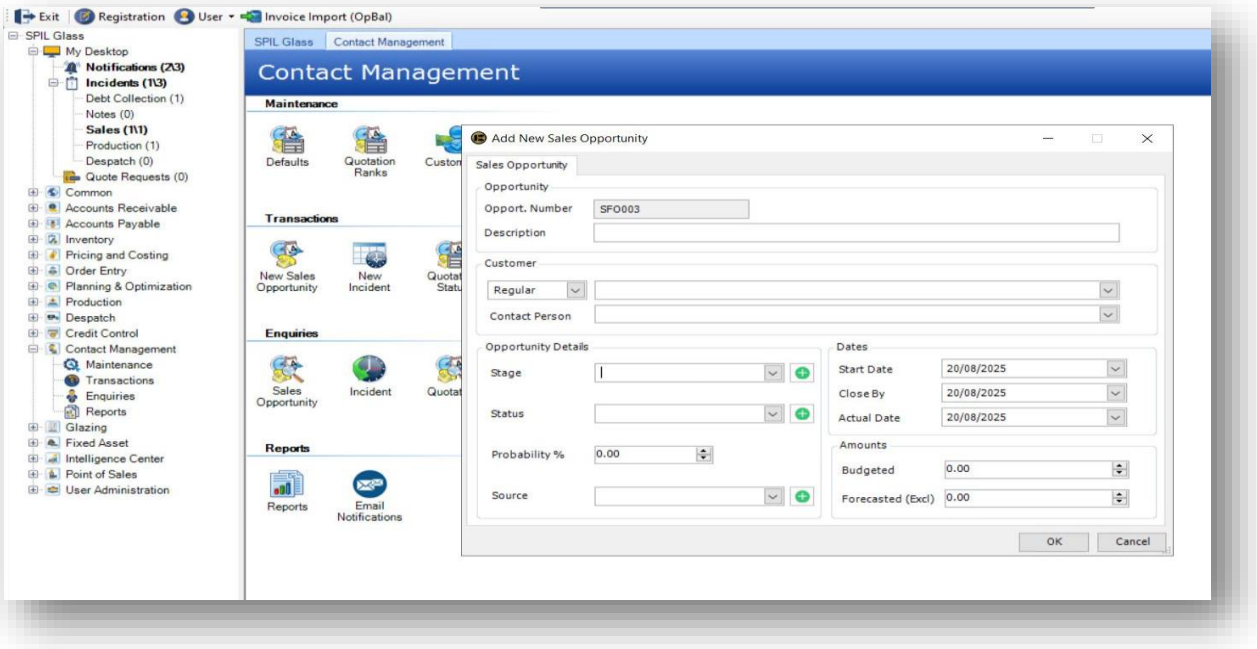
Access detailed reports and real-time data to drive smarter decisions. From forecasting and opportunity identification to planning marketing campaigns, SPIL CRM gives you the insights you need to stay ahead.

Customer Satisfaction

Manage pre- and post-sale services, handle enquiries with ease, and stay proactive with follow-ups. SPIL CRM keeps your clients informed and supported, ensuring satisfaction from glass specification through to final delivery.

Scalable CRM Solution

Whether you are a small, medium or large glass fabricator, SPIL CRM grows with your business. Its flexibility and scalability ensure you can efficiently manage every prospect and customer portfolio as your operations expand.



Testimonials

Brandon and Peter- Directors
WA GlassKote, Perth – Western Australia

Today, we are Perth's largest manufacturer of glass splashbacks and have now expanded into large format porcelain tiles without the need for further software investment. We recommend contacting SPIL Software and discussing ways to increase your profits.

Steve Reynolds – IT Manager
Chevron Glass Pty Ltd, Adelaide – South Australia

The dedicated SPIL Glass team worked closely with Chevron Glass staff and continue to do so, offering efficient program development and communication with key Chevron staff. A good working relationship has been established and continues to develop.

Christian Auer - Head of IT
Rottler und Rüdiger und Partner GmbH – Germany

Our main company is Rottler und Rüdiger und Partner GmbH, a manufacturer of special machinery for IGUs' and MPK Modelle profile Konfektion GMBH is our subsidiary supplier of final material components for IGU manufacturers and for that we use enhanced features of SPIL Opti to produce those profiles.

Contact & Support

We’re here to help. Reach out to our team for sales, support, or general enquiries across Australia and the USA.

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To contact us, scan this code

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