

Improve operational efficiency

Increase the efficiency of all your CRM processes with CRM.COM software extensive coverage of ALL sales, service, marketing and operations functions

Web based access channels

Access CRM.COM software from a choice of three web-based desktops: agent, call centre and self service

Leverage your partners and resellers

Work on-line with your subsidiaries, affiliates and dealers to serve customers, cross-sell products and outsource work

Easy to use

Intuitive, easy to use, web based modules

Easy to configure and customize

Configuration is easy and data input screens can be changed with a graphical tool

Guaranteed lower cost of ownership

Choice of database, operating system and browser means no tie-ins to one vendor

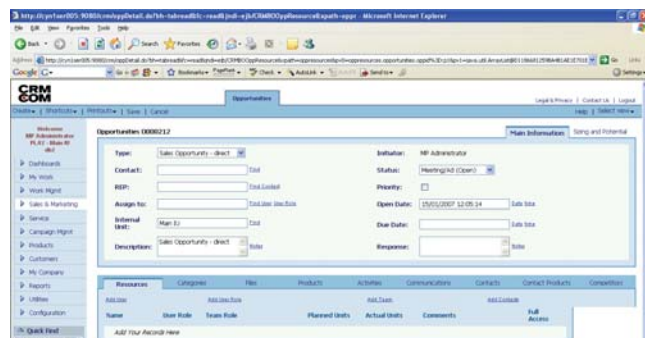
Integration

CRM.COM software is already integrated with multiple technologies and applications, fully leveraging your existing investments

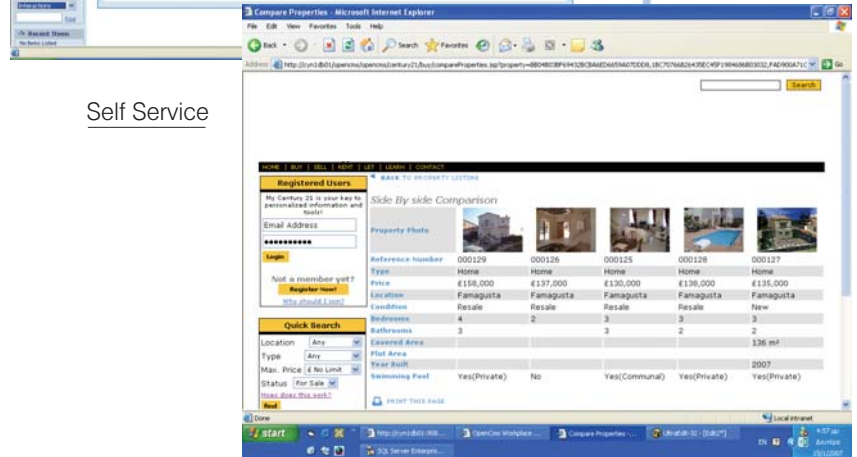
CRM.COM software

CRM.COM software automates all the Customer Relationship Management (CRM) processes of the modern enterprise: sales, service, marketing and operations. Our uniqueness comes from our ability to support processes that are carried out either in-house or with your partners.

Choice of web based access



Agent



Self Service



CRM.COM software is designed for fast and complete implementation of your CRM project. Open systems architecture guarantees lower cost of ownership. Choice of DB2/Oracle/MS-SQL for the database and choice for Windows/Unix/Linux for the application server provides you a future proof investment.

CRM.COM software overview

| Module / Feature | Description |
|---------------------------------------|--|
| Core | |
| Customer and Contact Management | Create contacts, customers & partners, define their relationship and preferences and track all their communications |
| Customer Financials & Accounts | Create and maintain financial transactions, accounts and multiple card types |
| Customer Intelligence | 360° information on all your customers/partners at the touch of a button |
| Opportunity and Lead Management | Easily create and track leads, classify them and enjoy sophisticated funnel management |
| Product Management | Manage any type of product, however complex, including multiple pricelists and sets |
| Calendar | |
| Assignment & Resource Management | Assign work to others, user roles or teams, taking into account current workload. Company wide web calendar makes appointment booking easy. |
| Work Flow & Approvals | Increase operational efficiency with the CRM.COM software workflow engine. Allows full process automation of all your sales, service and operation functions. Support for activity based costing and escalation management |
| Reporting | Enjoy hundreds of build in reports. Embedded Jasper Reports allows your team to easily create additional reports |
| Access & Security | Model your organizational structure and define user security rights. Unique assignment mechanism lets you decide who can access/service which customers |
| Reduplicate | Duplicate customer or contact records are identified and merged. Ability to define on-line and batch criteria to avoid duplicates |
| Sales & Marketing | |
| Sales & Marketing Planning | Carry out bottom-up market budgeting, set targets, plan your sales strategy and define how you want your sales operations to be carried out |
| Sales Force Automation | Automate, manage and control the complete sales process and your sales force |
| Quotation and Order processing | Built your quotations and convert them to orders. Extremely versatile and powerful functionality including versioning, pricing types and sales agreements. Print or sent by email |
| Product Configuration | Define, built and quote for "made-to-measure", configurable, multilevel products |
| Telesales | Define product promotions and set them up for telesales |
| Territory Management | Define sales territories based on any criteria, such as geography, type of customer, type of product. Define and monitor sales performance against territories |
| Sales Analysis | Analyze and compare sales performance with on-line views and reports |
| Campaign Management | |
| Segmentation/ Contact lists | Built segmentation and contact lists based on multiple criteria. Ability for static or dynamic segmentation |
| Campaigns | Design, run and control multi-channel (phone, email, letters) campaigns, either batch or interactive, inbound or outbound. Full support for complex call center campaigns |
| Offer & Loyalty Management | |
| Offers and Loyalty | Measure and reward customer loyalty through flexible loyalty schemes Define and run offers for your customers and partners. Define offer rules and awards, including loyalty points, discounts, rebates and gifts. |
| After Sales Service | |
| Service Planning | Plan your service strategy, set up workflow and queue rules and decide how you want requests for repairs to be solved |
| Service Requests | Record, track and solve requests for service (service tickets) |
| Repairs | Handle product repairs, including RMAs and spare parts |
| Service Level Agreements (SLAs) | Define, track and monitor SLAs. Enforce SLA characteristics (i.e. time to respond) to service request and repairs |
| Install Base | Define and track your customers install base, including serial numbers, locations and users |
| Service Analysis | Analyze and compare service performance |
| Project Management | |
| Projects & Jobs | Complete automation for the technical / professional services firms. Design, run and control projects and jobs. Support for procurement, multiple phases, resources, materials, quality control, and billing. Import / export your MS-Project Gantt charts |
| Timesheets | Your employees will find it very easy to update their timesheet and disbursements |
| Community / Partner Management | |
| Business Network Management | Wide support for any business network, from your own subsidiaries with their own database, to your dealers and external associates. Ability to define what type of relationship you want with your partners, such as what customers to serve and what products to sell |
| Connection/Integration | |
| Access Channels | Use any of CRM.COM software three fully web-based access channels to satisfy all your users. Agent desktop provides a rich GUI environment, the Self-Service desktop provides an intuitive "no-training required" environment and the Call Center desktop provides a very functional screen linked with CTI for the busy call center agent |
| Integration adapters | Ready made integration adapters with many systems, including SAP R/3 and MS-Office |
| Interface Builder | Easily create your own interfaces and integration adapters |