

alphapartner® 

Solutions for Estate Agents & Developers from AlphaNova



Get your marketing team, call center, web team and direct sales force to work together in perfect harmony and increase sales

**Can you see it?**

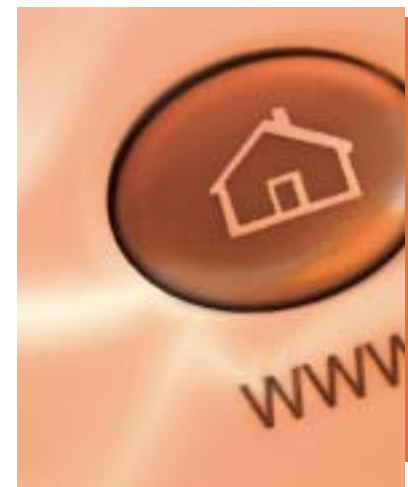
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 IBM®  
Business  
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# Introducing business on demand. alphapartner CRM for Estate Agents & Developers

It's not easy to respond to the growing and unpredictable demands of business these days. Rising costs, increased competition, inconsistent quality and more demanding customers – those who want more choice, personalised service and more. And if you can't deliver it all on demand, your competition will. The market of buying apartments and villas has gone through significant change recently. The volumes have significantly increased, mainly due to the changing habits of Northern Europeans wanting to buy a permanent holiday or retirement home in the sun. The buyers are becoming more sophisticated, demanding a better and more personalised service. All these require the Estate Agent or Developer to properly automate and streamline its sales, marketing and operational processes. Introducing alphapartner, Customer Relationship Management (CRM) software that automates all these processes and more.

Your goals.  
Our solutions.  
On demand.



## How about a solution on demand: alphapartner Online Bookings

alphapartner automates the entire business of the Estate Agent or Developer. Operations are fully covered, from property management to contract monitoring. Your sales team will benefit from tools to easily follow up on leads and do quotations. Your marketing will run marketing campaigns to contact all prospects. And because alphapartner is fully web based, you can provide all these on demand, to your employees, call center, other agents and even customers.

## Our company's business is to benefit yours.

alphapartner records and maintains a complete customer profile. Not only will it keep contact information and demographics, but will also record all communications and full history of the property bought by the customer.

## Solutions To All

### Sales and marketing

alphapartner will fully automate the work of your sales team and ensure that no leads are lost or delayed. Quotations can be easily built and sent by email or post. It will also provide you with real time funnel reporting and monitoring. You can easily design, run and control multi channel (phone, email, letter) campaigns, either batch or interactive, inbound or outbound. Talk to your customers and contacts, generate leads and pass them on to your direct and indirect sales channels.

### Operations

alphapartner allows you to maintain a very detailed property database, complete with pictures, price lists and features. Properties can be linked to projects, where project progress updates property progress. Payments and reminders can all be tracked and automated by alphapartner, again based on property status and progress.

### Web based and multi channel

alphapartner is fully web based and multi channel. Your employees and agents can easily access the system via intuitive web based screens. There are specialised screens to fully automate your call center with full integration with most telephone switches and Voice Over IP systems. Plus all leads and requests that come through your web site will be channeled by alphapartner to your call center or sales reps for immediate handling.

## Gain Access to More Information

Visit [www.alphanova.co.uk](http://www.alphanova.co.uk) for up to date information on our products, software, partnerships and industry news. You can also register for an online interactive web based demo performed by one of our consultants.



FULLY UTILISE THE WEB AND CALL CENTER CHANNELS

INCREASE SALES BY FOLLOWING EVERY LEAD AND RUNNING MARKETING CAMPAIGNS

HAVE A COMPLETE AND UNIFIED VIEW OF EACH CUSTOMER

On demand business. Get there with @ business on demand.

