Maximizer Enterprise 8

Simply Successful CRM

For Customer Service and Support

"How can we improve satisfaction levels to keep customers loyal and our relationships with them profitable?"

"How do we resolve customer issues faster?"

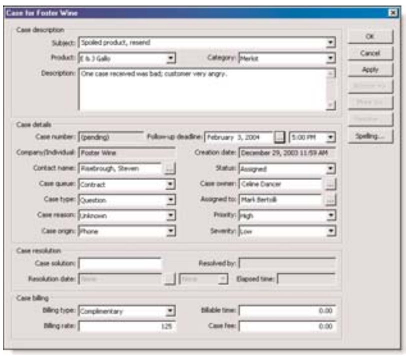
"How do we increase the productivity of our service and support staff?"

Today's customer service and support representatives and managers are faced with increasing challenges. Companies want to leverage their existing customer base to cross-sell, up-sell and drive repeat business, but in order to do this, post-sales service representatives have to keep customers happy.

An effective customer relationship management (CRM) solution for customer service and support departments, as well as sales and marketing, doesn't need to be expensive or complex. You need a solution to help you dramatically increase productivity levels in order to service more customers faster.

Maximise your resources and watch productivity soar.

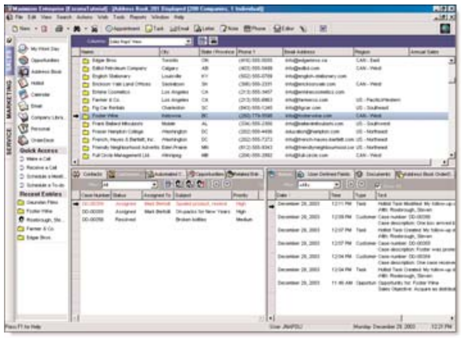
- Solve issues faster with access to complete account information in a central location, sorted effectively so you don't have to waste your time searching for phone notes, e-mails, and staff notes. Access the customer's credit status and purchase history in the same application when you use Maximizer Enterprise Accounting Link designed for use with QuickBooks so you don't have to assign cases or transfer your customers to other departments.
- Track, manage and resolve all your post-sales customer issues, including technical support, billing, invoicing and RMAs effectively. Create customer service cases with details you can track and search on, including case number, case queue, product, category, assignment and more.
- Save data entry time and reduce errors with pre-filled fields in the customer case tracking form which enables reps to fill in information quickly before moving on to the next call.
- With the fastest deployment in its class, you can start seeing productivity improvements in days and weeks, not years.
- Customer service and support representatives will love the magnetic interface - work the way you want to, so you can find information quickly and work efficiently with your business processes.



Case Management: Create customer service cases, capturing critical information quickly on each case

Keep customers happy, loyal and profitable.

- Build successful one-on-one relationships with customers by having all the sales and customer service information you need on their account at your fingertips so you can answer their questions faster.
- Make sure no customer issue slips through the net by tracking case assignment and escalations on each customer service case with automatic e-mails to alert reps of new assignments.
- Using Workflow Automation, receive notification of overdue cases to ensure customer satisfaction remains high.



Unified interface: Share complete customer service and account information with all customer-facing users

- With the increased speed at which customer service reps can search, handle and resolve issues, your reps can take more calls per hour, meaning less time in a phone queue and faster service for customers.

Monitor rep productivity to ensure customer satisfaction remains high.

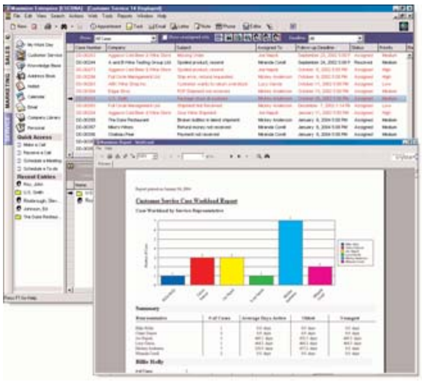
- Instantly view all outstanding cases by rep, including elapsed time, priority level and status.
- See visual representations of rep case workload to balance cases effectively and ensure total customer satisfaction.
- Analyse customer service cases by product, category, queue and more.
- Create customised reports to gain further visibility into your reps and cases with best-of-breed business intelligence reporting tool, Crystal Reports included with Maximizer Enterprise.
- Deliver reports directly to key stakeholders that need to see critical key performance indicators on a timely basis.

Escalate cases and notify the right people.

- Ease customer worries by escalating issues to senior or more knowledgeable representatives and notify them automatically when this happens.
- Keep account managers in the loop of case escalations with automatic e-mail updates so they can effectively manage their accounts and know when to next call on their important customer.

The power to cross-sell and up-sell.

- Eliminate data duplication and errors between a service or helpdesk solution and a sales force automation tool. Share one interface and one central customer list between your department and marketing and sales to make sure you have an accurate and current picture of customer activities - no matter where your sales and service teams are located.



Reports: View a list of cases, rep productivity levels and customer service case activities

- See all the activities in the account record, including campaign activities and sales opportunities in progress to know which additional products and services to sell.

Enable customer and partner self-service to reduce workload.

- Reduce calls to reps by enabling customers and partners to search your online Knowledge Base for product updates and answers to frequently asked questions.
- Customers and partners can even service themselves by checking the status of their cases directly on your website through the secure Customer Portal or Partner Portal.

Create automated processes and reap the rewards of timely information and follow-up.

- Monitor and respond automatically to critical business activities with Maximizer Enterprise Workflow Automation to ensure that no customer or enquiry slips through the net.
- Examples:
  - Search the database for overdue or stalled cases every Monday morning and send the customer support manager and the assigned rep an e-mail alert.
  - When more than four customer service cases are entered for one customer in a given week, send an alert to the customer support manager and the appropriate account manager.
  - Monitor incoming e-mail and automatically create customer service cases based on intelligent tracking of content.

Ensure service level agreements are renewed on a timely basis.

- Make sure customers get the support they deserve by tracking service level agreements and due dates so you can send renewal reminders.
- Using Workflow Automation powered by KnowledgeSync, send automatic batch e-mails to customers, using a general corporate e-mail address or personalised from their account manager, notifying them of agreements which are about to expire.

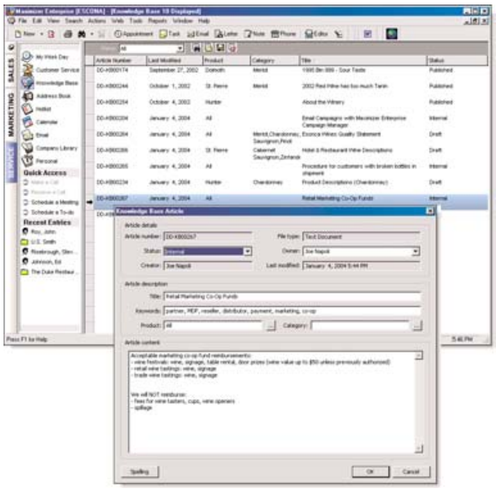
Resolve issues faster with a central repository of critical information.

- Many customers ask the same questions and have the same problems. Avoid duplication of effort by arming your reps with access to updated, detailed product information in the Knowledge Base. Answers to their problems are a click away with fast keyword searching.
- Enable every staff member to create a Knowledge Base article to share with other reps, complete with links to detailed documents, spreadsheets, and files, while enforcing management sign-off before publishing.

Track product issues so you can inform customers of fixes or recalls.

- Easily configure specific case-related user-defined fields to track details of customer problems, product application, model numbers, and third-party product use. Then search for those customers to send them a notification when a product fix is available.

In today's market, improving customer satisfaction levels is critical to your bottom line. You need to maximise your resources to service more customers and build loyalty - so you can generate repeat business effectively .



Knowledge Base: Resolve issues faster with quick access to centralised information

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