

"How can I increase revenues with existing customers while maintaining profitability?"

"How do I increase market share in a competitive market?"



As an executive, you face many challenges. With increased competition and eroding profits, you need to build profitable customer relationships which drive long-term loyalty and success for your company.

An effective customer relationship management (CRM) solution for your sales, marketing and customer service staff doesn't need to be expensive or complex. You need to increase staff productivity for long-term gains tomorrow while fitting today's budget.

Get your sales, marketing and customer service staff working together to create loyal customers and profitable relationships.

- ▶ Get every team member seeing customer information in common view.
- ▶ Your staff can work the way they want to without compromising time or information.
- ▶ Marketing can profile customers and create automated campaigns to drive leads.
- ▶ Sales people can collaborate on sales opportunities - whether they're on the road or in the office - while updating information automatically so you and the sales managers can see an accurate sales forecast.
- ▶ Customer service staff can track, escalate and resolve issues quickly while enabling sales people to see the status of any outstanding cases.
- ▶ Team members that need to know are automatically alerted on key account activities, large orders, or other critical business indicators.

Measure the effectiveness of your customer-facing business units with real-time reports.

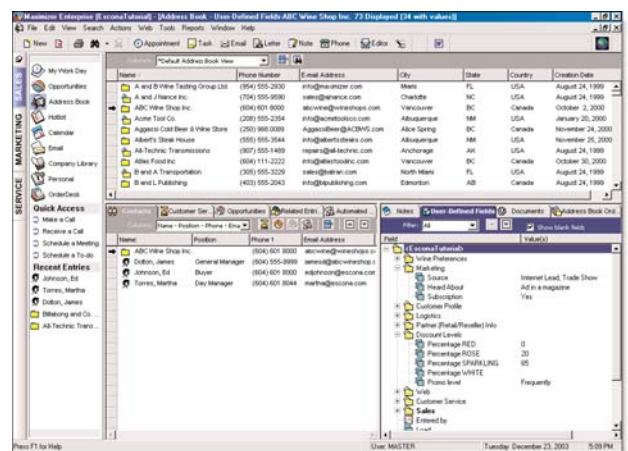
- ▶ See a high-level snapshot of real-time information on the company's performance in the Executive Key Indicators Dashboard, including sales pipeline value and status, value of opportunities in progress, number of won or abandoned deals, campaign status, and more. Visualise instantly which areas are doing well and which areas need attention - in a single view, without having to flip through pages of reports.

- ▶ Put critical daily, weekly or monthly information in the hands of your managers with over 150 standard reports, including sales forecasts, account activities, phone logs and system reports.

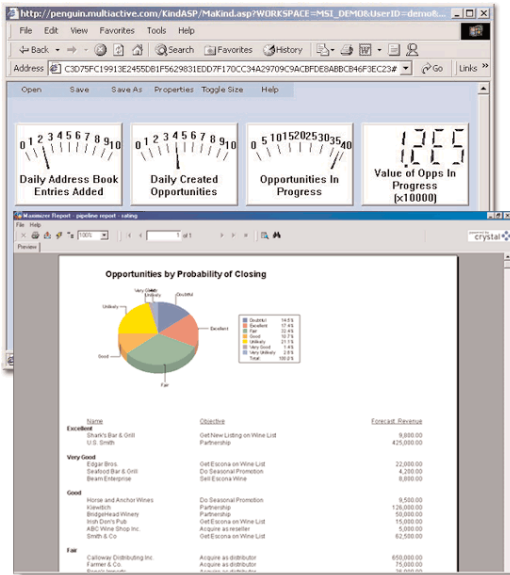
- ▶ Immediately discover how many new customers you have acquired, gauge the effectiveness of your loyalty programme, measure the sales conversion rate on trade show leads, plus 1001 other metrics you can calculate using best-of-breed reporting tools to find out what's working and what's not.

Deploy quickly, manage and customise easily - without breaking the bank.

- ▶ Manage and own your customer data to keep your most valuable asset inside your business.
- ▶ Fastest deployment in its class so you see results in days and weeks, not years.
- ▶ Make it work the way your business operates and grow as your business grows.
- ▶ Doesn't require an army of IT professionals to configure, customise and run with your business every day.
- ▶ Doesn't blow your IT budget-costs for software licenses, implementation and training are provided up front.



One Common View: All users can get access to customer information in one easy-to-use interface



Reports: Visualise instantly the status and success of your business units

In today's competitive markets, you need to build loyal relationships with customers in order to create long-term profitability for your company. Your customer-centric strategy should embrace your vision, transform it into processes and empower front-line staff.

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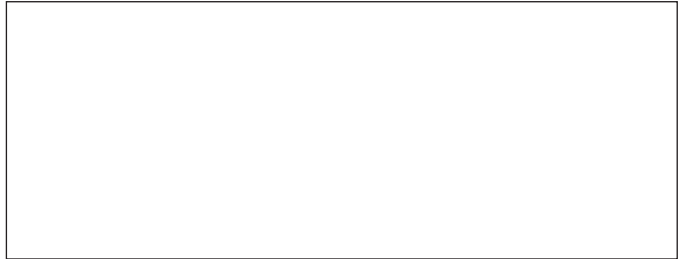
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