



# INGENUITY™ CRM CUSTOMER RELATIONSHIP MANAGEMENT



## 1. Sales Force Automation

### Sales Cycle Management

- Industry specific customisable sales cycle
- Quotation generator, analysis and tracking
- Sales lead generator and account monitoring
- Real-time progress status (lead to close)
- Internet-enabled Multi Touch Point option

### Sales Lead Management

- Sales lead assignment to subordinates with system monitoring
- Sales activities performed by salesman and status update
- Reminders for follow-ups and other outstanding tasks
- Notification, trigger alerts and escalation for follow up procedures
- Performance review reporting - e.g. sales conversion rate, salesman activity and productivity ratios

### Pre-sales and marketing tools

- Prospecting, database marketing and management
- Geographic and customer specific product marketing
- Email marketing / document / brochures merging
- Campaign creation, tracking and monitoring



## 2. Customer Care & Service - Post Sales

### Call Center & Helpdesk

- On the spot problem solving with product-specific Intelligence Knowledge Base and FAQ
- Resolution management by predefined procedures
- Time sensitive feedback and escalation of unresolved issues
- CTI Interface

### Service incident management

- Customisable incident by type, priority and severity
- Product warranty & claim management
- Activity logging by incident type and resolution performed
- Service progress tracking with status updates and time cost management
- Notification, trigger alerts and escalation for follow up activities

### Service incident Analysis

- Breakdown of service engineers' productivity based on variable time periods
- Time cost analysis of total hours spent per engineer, customer or incident
- Efficiency analysis of service engineers based on number of escalation activities performed



## 3. Customer Profiling

### Activity tracking and management

- History of customer-related activities and interaction (sale visits, calls, faxes, emails, meetings, etc.)
- Electronic document file management of related documents - e.g. invoices, purchase orders, quotations, faxes, emails

### Customer-related information

- Detailed contact person information
- Multi-channel contact points/numbers
- Customer organisation charts
- Categorisation by industry, nature of business and other customisable levels

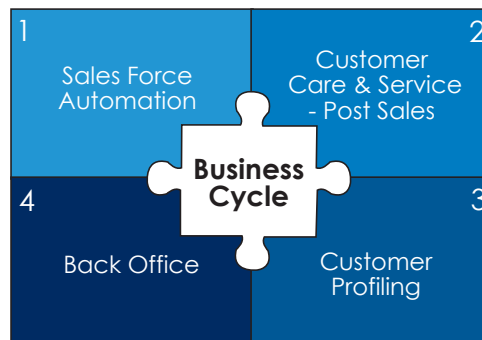
### Customer data analysis

- Customer satisfaction monitoring and analysis
- Analysis of customer purchasing behaviour and patterns
- Customer value analysis - e.g. total amount of sales vs. time spent for servicing
- Ranking of valuable customers based on multi-level analysis points



## 4. Back Office Data Management / Corporate Intranet

- Personnel and departmental-specific internal memos
- Inter-department bulletin boards
- Integration with existing email systems
- Detailed employee database - contact information, resume, skills and performance appraisal
- Personal scheduler for scheduling tasks, appointments and to-do-lists with customisable priorities and statuses
- Reminders for events and follow-ups



# Business Intelligence and Efficiency