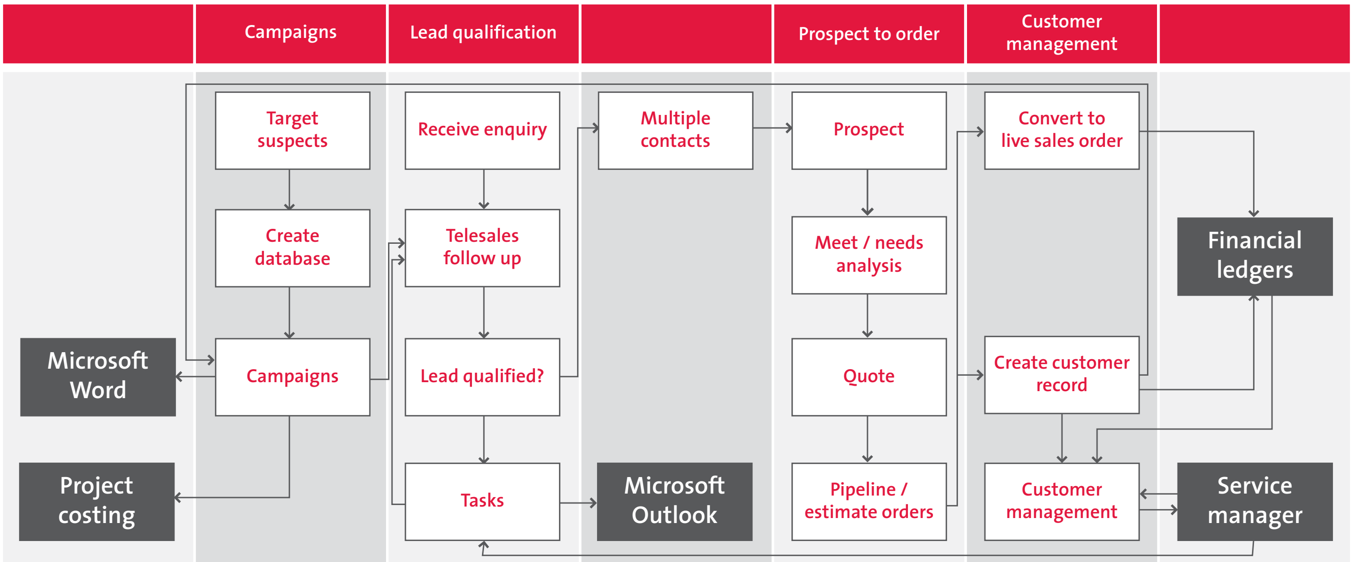
CRM & sales automation

Manage the full prospect/customer lifecycle, through effective marketing campaigns, field sales, telesales and account management. Tight integration of CRM with all your other business and financial applications enables detailed customer profiling and targeted cross-selling.

Visibility of all customer-related data through a single interface combines key information to ensure all your customer-facing staff have all the information they need.



Account management

CRM is a central database that holds every detail of every interaction between you and your customers. From the date they enquired about your company and the marketing campaign that caught their eye, to full purchase and service history - all this information is available to every authorised member of your staff so they can provide a loyalty-inspiring service.

Reactive management

Every time a customer calls, no matter which department or which individual takes the call, your system can provide familiarity and much-needed answers. Regardless of whether the customer is looking to buy from you or resolve a query, your system empowers your staff to be informed, helpful and professional.

Proactive management

It's easy to keep customers up-to-date. You set the rules and the system will send automatic prompts to each of your staff so they know who to contact, about what, by when.

Ad-hoc contact

Maximise your ad-hoc customer interaction. Simply search by any known information, for example, name, salesperson, region, by products or services, and the system will provide a wealth of information at your fingertips so you can make the most of the opportunity.

Marketing campaigns

Build action lists based on each of your ideal customer profiles. Streamline responses from multiple sources and get the facts and figures

Contents

you need to continually analyse and improve campaign performance based on previous results. Improve and enhance the corporate brand, messaging and image of your organisation through the use of centralised email and mailing material and associated marketing collateral.

From integration with call centre technology and e-marketing to allocating and prioritising telesales activity, you have the ability to generate, capture and distribute new sales opportunities and maximise the performance of your team. Reporting cost per lead, cost per sale, conversion ratios and sales success rates all help shape the use of future budgets.

Hit the right targets
Build data lists based on your ideal customer profile for specific campaigns, from direct mail and e-shots and telesales. Monitoring the results of different campaigns against each list helps refine your targeting, improve your hit rate and set the basis for future marketing success.

Impact results
From tracking web traffic to promotions and giveaways, all responses are streamlined through a centralised system. See instantly whether campaigns are reaching expectations and take on-the-spot action to improve performance.

Review your campaign history
Campaign history is recorded against each prospect so you can see exactly what communications they've received. All corresponding interactions for the prospect can be tracked against the prospect information, allowing you to track and tailor your future marketing efforts to that particular audience.

Monitor team performance
Assign tasks to your telesales team and the system will automatically synchronise with their Outlook calendar, creating a personalised activity schedule complete with reminders. With a full view of each agent's call history, you have complete visibility over the volume and type of customer interaction that's being carried out.

Reach more prospects, more quickly
Improve the performance of your telesales agents through powerful integration with our associated voice products. Features include hunt group marketing, call recording, inbound call routing to specialist resources and the ability to make phone calls direct from your PC.

Informative follow-up
Your telesales staff will know the origin of every enquiry, enabling relevant and informative call follow-up. Details of each conversation are stored and resulting actions set as next action dates to ensure no opportunities are lost. Once your telesales team has qualified a lead, they can be allocated, prioritised and distributed throughout your sales force for instant follow-up.

Campaign statistics
With an entire history of each campaign and every customer, including notes, actions and transactions, you can easily measure the response from each campaign both numerically and financially to identify trends e.g. repeat customers, seasonal variations, payment dates.

Reporting the number of enquiries and the conversion ratios to appointments and sales provides half the picture. Calculating the cost per enquiry, cost per appointment and cost per sale provides the other half. Combined with the marketing management capabilities of your system, you can translate this information into profitable campaigns for long-term customer revenue and determine the best use of future budgets.

Sales force automation

Everyday tasks such as sending emails, updating lead information and scheduling activities are automated, reducing administration and defining clear ownership over leads and projects. Powerful forecasting gives you estimated timings, values and likelihood of closure and total visibility over your sales pipeline. KPI reporting helps sales managers ensure that the team keep on top of next action and follow-up dates.

Lead allocation
Leads can be allocated on a geographical or capabilities basis or a combination of both. Filters and groups help your sales team quickly access the leads that have been assigned to them and, if required, an opportunity can be assigned to multiple salespeople to help close deals faster. System access and editing privileges can also be configured at staff level to clearly define ownership of specific leads and projects.

Task management
Integration with Microsoft Office promotes effective time management so that the whole team works together as a team. The system monitors next action dates, presenting each salesperson with a daily 'to do' list. Any tasks left over from previous days are brought forward into the current list, providing a secure, electronic system that's easy to manage.

After every customer interaction, the system will prompt you for a next action date and corresponding action, making every step of the sales process logical and intuitive. Everyday tasks such as follow-up phone calls and sending emails are sent as reminders to ensure that nothing slips through the net.

Pipeline analysis
Powerful forecast management features provide a complete view into all the opportunities at each stage, helping your sales team focus on which deals have the greatest likelihood of closing. Estimate the timing of the sale, along with its anticipated value and close date to give an estimated forward projection of sales revenue.

User-definable status flags are attributed to each prospect and updated as the sale progresses. For example, you could set statuses to reflect the stages of your selling cycle, such as verbal order, preferred supplier, first appointment, second appointment, and then report on all the prospects that have progressed to each status. Your results can reflect your entire salesforce, or be filtered by, for example, salesman, territory, or type of sale.

Live updates to sales orders

Enquiries and quotations are progressed to sales orders, pro forma invoices and invoices with no data duplication and in alignment with your stringent procedures. In-built controls ensure orders are placed in accordance with stock availability, agreed pricing and customer terms while workflow procedures ensure orders are fully authorised prior to release.

From prospect to customer

Telesales staff have all the information they need to answer price enquiries, prepare quotations and estimates. Whenever the customer is ready to go ahead, their enquiry can be converted into an order which simultaneously reserves the stock, checks the customer's credit situation and enters a sales commitment on project records (if appropriate).

First-time orders cause the prospect status to be elevated to customer status. This whole procedure eliminates re-keying and improves the accuracy of pipeline reporting and sales management.

Workflow & visibility

Live look-ups to stock records, prices and customer terms provide your sales staff with additional control before confirming an order, which can then pass through your authorisation workflow. Sales orders may start with a status of 'Hold', and then undergo stock, credit and delivery route checks before release for despatch and invoicing.

Previous orders and quotes can be viewed and amended at any time, and duplicated for speed of entry. Automated alerts further speed up the progress of each enquiry as it passes through the staff and departments necessary to complete your order process. Enquiry screens and reports enable you to easily track the progress of any order.

Service & support

Integration with service management completes the picture. When sales staff can see the service history and service staff can see the sales history, you can be sure that your customer will receive a first-rate service - whoever answers the phone or goes out on-site.

A complete record of calls

Log all calls from multiple sources as they are received, analyse them by call-type for future analysis, allocate them to engineers by skills or availability and track each call through to conclusion. Once this stage is reached, confirm to the customer by email and close the call. All this information, historical and current, is available to you every time customers get in touch.

Solve requests in real time

With a complete history of calls available within a few clicks, your operators can resolve queries in real-time. Associated documents such as emails, Word files and PDFs can all be distributed direct from the system, increasing the likelihood of on-the-spot call resolution.

Escalate & resolve

Assign, escalate and resolve customer service requests the quickest way possible. The software enables you to quickly access the problem, route the issue to the call agent who can best solve the issue, and communicate to your customer so they stay informed of progress.

Supervisors can take a top down look at all outstanding and unresolved calls, filtering them by date and urgency, and then drill into the detail to view anything that might require their expertise. Individual staff can further filter their daily activities in order to improve work efficiency and provide exceptional customer care.

Refer back to sales

Every resolved call has the opportunity to become a sales lead. With a joined-up system, it's easy for the service team to pass these opportunities to the sales team along with all the information necessary to provide a complete service to the customer.

Who we are

Our special skill lies in combining and refining industry standard accountancy packages to form a solution that matches your unique business needs and challenges - from in-depth reporting on business intelligence to breakdowns of profitability per client or project, to enabling the remote data entry of timesheets, expenses or sales information.

Right down to providing real-time snapshots of business performance for senior managers on their desktop.

Our solutions deliver an unlimited number of databases to match your company structure, enable head office control of unique record management, structure Management Accounts consolidation to suit your specific needs or implement serial number stock control, that sets stock levels for warehouse management.

In short, Netcom makes sure your accounting and business system transforms the way you work and control your business. We do this by partnering with our clients, working with you to meet every challenge in a way that is cost-effective, and, above all, reliable.

NETCOM SOLUTIONS Possibilities are infinite

Netcom Solutions (UK) Ltd, Crossbow House, 40 Liverpool Road, Slough, Berkshire, SL1 4QZ, United Kingdom

T 0845 25 77 900
T + (0) 1753 61 03 00
F + (0) 1753 61 05 01
W www.netcomltd.co.uk