8th Manage®

CRM

Major features:
- Sales Force Automation
- Marketing Automation
- Service Management
- Client Management
- Embedded Business Intelligence

8thManage CRM

8thManage CRM is a state-of-the-art business solution designed to take full advantage of the latest technology and embedded best practice in business management methodology.

It offers all the features you can expect in a quality CRM suite; but what you may not expect is how well these features work together with embedded workflow, prompts, reminders and alerts that help navigate you and your team to success.

Major applications include:
- Sales force Automation
- Marketing Automation
- Customer Service
- Client Information & Contact Management
- Embedded BI for Market Segmentation

8thManage CRM is easy to use; whether you wish to look at your regional sales forecast report, a client's payment performance or the ROI report of your latest marketing campaign, you are just one click away. After that, if you wish, you can start an online chat with the "responsible person" by clicking another button.

Sales Force Automation

The success of sales professionals is a result of their ability to understand their clients' requirements and to proactively respond with precision from wherever they happen to be: in the office, on the road or at home. 8thManage CRM technology and Embedded Best Practice brings this to reality.

8thManage CRM provides executives with a holistic view of Sales as both a business and a territory. Major Sales Applications include:
- Opportunity Management & Forecasting
- Quotation & Contract Management
- Sales Quota and Revenue Performance Management
- Territory Management
- Pipeline Management

Marketing Automation:
- Email Campaign
- Campaign Results Tracking
- Marketing Cost & Performance Tracking
- Sales Lead Management

Marketing Automation

8thManage CRM supports cost budgeting, tracking and reporting of expenditures across the organization. "User-defined fields" can be used to set up company-specific marketing cost classifications. Costs are aggregated to show cost summary reports; and links allow the user to drill down to specific cost detail as required.

The marketing department plays many roles, but the most important role is to identify profitable markets, and then to communicate with target customers and generate sales leads efficiently at an affordable costs.

8thManage CRM Embedded BI (Business Intelligence) is a market segmentation tool that searches and identifies customers with a specific common characteristics or interests. The segmentation result is coupled to the 8thManage CRM email campaign engine to automatically merge and send out personalized email with variable contents to different groups of email recipients in accordance with the multiple search criteria.

The concept is simple; its delivery is automated collectively by technologies within 8thManage CRM. With the behavioral database in-house and the ability to leverage it at your discretion, the potency of your email campaigns will only be limited by your imagination. Better still, the database and the tools are completely under your control; unlike having to entrust your customer contact list to a mail service vendor, you can do your magic in complete privacy at practically no incremental cost.

Customer Service:
- Standardized & Personalized Services
- Service Performance Tracking
- Service Knowledge Database
- Service Cost & Return Management

Customer Service

Satisfied customers are your biggest asset. They provide new business, repeated business, renewed business and future new businesses. They are also the best sources of references. They must be pampered. 8thManage CRM provides the information management tools and best practice methodology for you to deliver the world class customer service they deserve.

8thManage CRM provides the following Customer Support capabilities:
- Allows clients to view service tickets and responses online, and to escalate the request as required
- Permits clients to create and submit new service tickets online
- Provides service representatives with access to client and contact information and their performance & transaction records
- Gives service representatives access to product & service catalogues
- Equips service representatives with access to Knowledge Base
- Billable Service Support

8thManage Client Information
- Accessible anywhere anytime
- Breadth of coverage
- Depth of coverage
- Customer segmentation & behavioral trending

Client Information & Contact Mgmt.

In today's climate of economic uncertainty, business opportunities are hard to come by. You need to fully leverage every one and turn them into revenue. A good client information and contact management system is the first step you can take to make this happen.

8thManage CRM Client Information and Contract Management system allows you to confidently and quickly find up-to-date, reliable and useful customer information that will help you identify, track and pursue opportunities, and to efficiently close the deals.

8thManage CRM Client Information and Contact Management System offers the following:

- Customer information accessible from anywhere and at any time
- Breadth of coverage: client organization profile including organization structure, legal and financial standing; contact personal information including interests, family detail
- Depth of coverage: Client business opportunity/quotation and interaction records, historical purchase records including orders and contracts, invoices and payment records
- Customer segmentation & behavioral trending

8thManage BI Value:
- Identify customers for new products
- Identify new offerings for old customers
- Identify new product attributes for emerging new markets

Embedded BI

The ability to set up a database to capture and maintain a vast amount of customer profile and behavioral information, and to apply simple "power search" with "AND" and "OR" operation on this database to identify specific groups of target customers for sales and marketing purpose is a compelling business proposition. The concept is simple; the benefit is immense; with 8thManage embedded BI, 8thManage eSurvey and 8thManage email campaign technology, all supplied under the umbrella of 8thManage CRM, users can accomplish this with ease and have tangible results within hours.

Using the 8thManage CRM BI system, a user can, without fuss and at minimal sales and marketing expense, be able to:

- Identify customers for a given set of products or services
- Identify products or services for a given set of customers
- Identify product or service attributes that are preferred by your customers so that you can optimally build products and services around such attributes

This is done in-house, securely without the risk of exposing your client information to external parties. Its usefulness and benefit is limited only by your own imagination.

Technology & Best Practice

Business competition is taking on new dimensions. Sales teams need to be constantly on the alert to react to changing customer demands. Traditional time and space are no longer excuses for failing to capture the deal. As transactions become complex and intense, smart people use smart tools to help them along the way.

8thManage CRM deploys the latest technologies and best practice so that more will be accomplished with less time and effort, yielding huge gains in customer satisfaction. Some of the innovations used include the following:

Technology

- Embedded BI customer segmentation & on-demand personalized email campaign
- Personalized multiple-dashboard
- Real-time online web-based platform with PDA/cell-phone access
- One Design One System with Dynamic BBS which allows for inter-module integration and guaranteed data synchronization

Best Practice

- Programmable automatic alert and escalation for conditions such as "new sales lead not assigned after n days"
- Global action list for accessing outstanding tasks for a client or for self
- eSurvey on-demand

Summing Up

You want to acquire new customers and you want to keep your installed base. You want to know them intimately: what they like and dislike; what they've bought and planned to buy. If they don't know exactly what they want, you give them advice. You want them to feel pampered and satisfied. Is this possible and too much to ask? No. With 8thManage CRM, good sales and marketing are realities today, best practice firmly served with passion.

How is this possible? 8thManage CRM was developed with the most recent technology, embedded with best practice processes that quietly operate in the background, giving guidance and alerts from time to time, but otherwise allowing you to create business magic.

Technology & Best Practice

- Technology is applied knowledge
- Best Practice is a recognized way to achieve optimal results.
- Both contribute to innovation

Optional add-on to 8thManage® CRM

- Supplier Manager
- Simple PM