



Customer Relationship Management

ON-DEMAND CRM APPLICATION SUITE

Overview

Cyscom CRM enables collaboration and superior management of the sales cycle with access to unified, accurate and timely information

CRM has to be more than just a series of steps and processes that everyone in your sales team is required to follow. CRM has to be the central point of information for all of your customer related activities, including account and contact information, catalogs and price lists, documents and emails including, quotes, proposals and orders, product data, technical specifications and customer support information.

Access to unified, accurate and timely information

Gathering all of your sales related data is a formidable task, especially when considering that it lies in ERP systems, Accounting systems, Spreadsheets, Word documents and Office applications. Unifying that information and keeping it up to date represents one of the important elements and an essential piece for collaboration across your sales team and channels, something which current CRM solutions generally fail to deliver.

When a majority of sales related communication is taking place outside the ERP and CRM system, the ability to unify information available in other systems, especially Office applications, is key to providing a single view of your customer.

Improving sales performance through collaboration

From marketing to sales to customer support and service, you need to get optimal results from customer interactions that build customer satisfaction and improve performance across your sales team. With real time collaboration, you can extend those capabilities across your sales channels and empower your partners to better convert leads and opportunities, generate higher sales revenues and improve customer services and maintenance.

Collaborate with a single view of employees, partners and customers

You connect to your customers over a wide range of touch points, including call center operators, sales agents, inside sales, customer service, technical support and many others. The customer experience and loyalty is driven by multiple contact points that depend on a shared view of your customer in order to ensure a positive buying experience.

Cyscom's Customer Relationship Management (CRM) suite is an end to end, comprehensive web based solution that delivers a single view and management capability for all the different customer contact points throughout your sales organization. From marketing to sales to customer support and service, you get optimal results from customer interactions that build customer satisfaction and improve performance across your sales team.



In an increasingly complex and competitive business environment, you need to have one single managed view of all your customers to efficiently coordinate workers, departments and external partners, and to provide the service your customers expect from your organization.

Cyscom's empowers your extended team with smart workspaces that provide communities for team collaboration on customer management and empowers your sales team with the ability to manage all your customer contact points, including telephone, fax, email, web documents, from one centralized location.

Connect workers, customers and partners via information workspaces (i-Spaces)

Employees and partners are enabled to work together on customer catalogs, price lists, promotions, order documents, tasks, contacts, events and other information. In addition, team and site managers can coordinate site content and user activity easily.

Whether inside sales team, field representative, channel partner, distributor or service provider, you get real time access to information that is relevant to your operations, including personalized customer catalogs, price lists, discounts, sales terms, delivery conditions as well after sales service and support information.

You react quickly to changes in business conditions on customer enquiries, order requests and any step in the fulfilment process because you get alerted to changes that are relevant to you and that require a response.

With 24 x 7 access to a partner and customer portal using the CRM product **i-Spaces**, your sales team collaborates to manage an efficient response to an enquiry from any customer contact point

Create a knowledgebase and a rich information library to increase worker productivity

Empower workers with the ability to access and share content on catalogs, price lists, account related documents including proposals and contracts, customer support and sales material, technical documentation and product specifications. Utilizing native Microsoft SharePoint document management functionality, content libraries are automatically generated by CRM and associated to accounts, products, opportunities, tasks and cases.

That means that, for every record, an associated library is automatically created that provides workers with access to a reference source of all available information for that record. For example, sales team members can easily access for any product in your catalog a supporting library for Technical information, Support, References and Case Studies specific to that product, thereby supporting sales and customer support activities.

With an easy -to-populate and access reference library that supports the entire sales cycle, workers eliminate the need for ongoing content re-work, as well as having valuable information available on-demand.

Drive buying decisions and generate more sales revenues

To achieve not only higher but more consistent, long term sales growth you need to manage an extended sales organisation that is highly customer focused. You have to know your customer's value, unique buying requirements and spend habits, and to be able to point customers to products that are relevant to their specific requirements.



Deliver superior service to increase both customer satisfaction and revenues

In order to build a successful service organization, you need a strategy that is based on a 360° degree view of your products, customers and service partners and that will deliver customer loyalty. When your customers contact your service team, they expect to receive personalised and expert assistance to resolve any problems, including consistent and up to date information.

Cyscom enables manufacturing companies to become world class service organizations by providing actionable product and service information across your organization, and with the ability to manage customer enquiries from any point, whether in the field, over the internet or on the plant floor.

Design, build and deliver competitive service offerings

CRM provides a competitive edge with the ability to deliver superior services and to take advantage of hidden revenue opportunities in the after parts and service markets. Maximize the potential revenues from service offerings with parametrically designed service offers linked to specified products and warranty conditions. Offer specials and discounts for maintenance plans based on time, products and warranties. Align preventive maintenance plans and efforts with actual customer needs by configuring maintenance plan and service offerings to the customer profile.

Achieve a high level of performance from service representatives, field technicians and service partners
Your partners get the total picture from any contact point and get an accurate knowledge base to resolve service problems ranging from identifying required parts for repairs, obtaining technical schematics for a service call and parts availability.

Share accurate parts configuration and warranty information with representatives and partners via updates to portal, partner web site, ERP file transfers and email notifications. Capture parts replacement data at the point of service quickly and accurately using an intelligent self guided system to identify parts for a product by technical specifications and alternative compatible parts. Generate extra revenue opportunities on service calls by capturing an order at the customer site and cross-selling and up-selling bundled services with product offerings.

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Deploy on time, scheduled services using Cyscom's Help Desk

Accessible from the web, field service representatives track customer requests, service schedules, manage support issues from initial contact through successful resolution, and provide customers with the consistent, efficient service that ensures satisfaction.

Provide fast notifications on product and maintenance changes including specification updates, defects, installation information, repair times, updates and information on parts catalog and service information. As part of the CRM application suite, Cyscom **Help Desk** identifies and tracks customer complaints for quality defects, poor service, parts shipments and billing problems.

Run an effective sales network to increase profits with CRM Sales

Get your sales team focused on achieving higher sales targets

Key to leveraging your sales channels is to focus your sales personnel and partners on clear, actionable and achievable goals. Set up sales quotas, targets and forecasts by channel, territory and partner type and track your activity to measure comparative results. Provide a comprehensive view of activities with reports and metrics on performance by channel and partner in order to make adjustments to your marketing plan, pricing structures, promotions and discounts.

Share actionable, real time data with partners to maximize efforts

By having the ability to share with partners standardized and accurate information on products, pricing, discounts, stock availability, technical data and specification changes, your sales organization is extended across your partner network.

React more quickly and efficiently to leads and opportunities by referring them to partners and achieve a higher close rate by responding seamlessly to partner enquiries on products, offers and order fulfilment. Your ability to deliver fast customer services on maintenance is powered by routing service and maintenance requests to the right partner for on site repairs and parts replacement.

Deploy 'just in-time' business intelligence across your organization

Cyscom ready to deploy business intelligence analytics includes easy-to-use tools that allow any manager or business executive to run standard reports or create customized reports to gain valuable insight into your sales pipeline activities, partner channels and customers, employee and team performance. Custom dashboards give a real-time snapshot of the business to guide both strategic and critical tactical related decisions.

Key functionality

Data management

- ◆ Catalog, price list, contact and account data imports
- ◆ Information reference libraries
- ◆ Integration with MS Office applications and SharePoint

Sales force automation

- ◆ Sales pipeline management, from leads to opportunities to quotes
- ◆ Team selling and sales channel management
- ◆ Event alerts and notifications

Help Desk

- ◆ Case and customer support management
- ◆ Support escalations and resolution tracking

Information Workspaces

- ◆ Web portal access by role and permission for team members, partners and customers

Business intelligence

- ◆ Quotas, Forecasts, KPI's
- ◆ Accurately analysing sales and operational performance

Over 40 pre-packaged reports deliver valuable data on customer transactions for products and services and provide instant visibility into critical sales metrics such as:

- ◇ Pipeline and forecasts against actual sales results
- ◇ Customer buying patterns and preferences by products
- ◇ Order analysis by product, territory, sales person and other parameters
- ◇ Case and task employee response and closure rate

CRM application suite

Cyscom's CRM product suite are available in the form of business packs which a user can assemble to create a tailored solution.

The CRM range of business packs include:

CRM Sales: sales force automation and sales activity management

Help Desk: case management and customer support

i-Spaces: collaborative workspaces delivered over micro portal sites

Contract Management: contract management across the lifecycle of how contracts are created, negotiated and managed

Implementation

Cyscom's CRM application suite is provided as a hosted on-demand service, allowing you to trial the solution on a low-risk, no-cost basis. Going live with the full Cyscom solution is painless: you can implement Cyscom according to your own timescales and objectives; you don't need to invest in any additional hardware; and you don't tie up your IT personnel in integration, implementation and training issues.

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