



MASTERPACK

CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

BENEFITS

Capture market intelligence

Analyse information

Target customer needs

Provide customer service teams with the tools required

Improve productivity and profitability



Masterpacks CRM module coordinates campaign management with a company's daily business activities, and offers a fully integrated approach to marketing and telemarketing activities.

Marketing and telemarketing campaigns are essential tools for increasing the client base and levels of sales and customer service to existing customers. The CRM module can capture and examine market intelligence, which is stored within Prospect /Customer/Contact databases. This is an extremely valuable asset, and allows the examination of customers and prospects in a quick and company specific way. Through this, Masterpack is able to help manage communications, and target particular groups of clients.

Masterpack is integrated with job escalation logic, which helps to ensure that tasks are completed on time. Masterpack is also integrated to Microsoft Office products, email and fax, which allows the user to easily communicate results to a client.

The telemarketing aspect of Masterpack allow the user to generate telemarketing scripts for campaigns, and provides essential facilities for feedback, reporting, and follow up actions. CRM can also be linked to transactional business systems within a company, fully utilising the historical information which lies in all company databases. **Masterpacks CRM will encourage quality customer service and ensure communications are managed effectively.**

FEATURES:

- **Create scripts** for sales activity and marketing promotions, service enquiries, telemarketing, complaint or fault calls
- Offers **full access** to sales order entry and other functions that may be useful to the operator
- **Record information** about any activity for future reference
- **Access history** and **relevant information** about a customer, prospect, or service call
- **Fulfill customers requirements** by redirecting calls to the correct worker for actioning
- **Assign** attributes for analysis of customer activity
- **Import** and **export** of marketing lists



FLEXIBILITY, FUNCTIONALITY, INTEGRITY, SIMPLICITY

- **Communications management**
- **Marketing Lists** used for telemarketing
- **Campaign Management** including setup and execution including linking to lists
- Ability to gain **Market Intelligence**
- Customer **Call Planning** as well as “don’t call” logic
- **Agent Management**
- **Out-bound dialling**
- **Direct Mail Generation** based on lists and campaigns

TO-DO-LIST

- Organise your daily calls
- Set and monitor sales campaigns and promotional activities
- Manage lists
- Manage operator performance

EXECUTIVE INFORMATION SYSTEMS

- Analyse all customer information including orders, queries, service calls and complaints
- Examine customer buying habits and proactively target campaigns or products
- Examine source documents and transactions that relate to customers and suppliers
- Information can be forwarded via email, fax, or screen displays

INTEGRATION

- CRM is totally integrated to all Masterpack modules
- Workflow ensures that any actions will forward electronically to the correct person for execution
- Integrated to Microsoft Office products
- Integration to MITS Data Modelling for in-depth analysis of warehousing data

Call Queues	Calls	Overdue	Current	Future	Undated	Agents
AGENT.CIR	1	1				
PHARMACIES	5	1			4	3
RESELLERS	0					
SPECIAL	4				4	2
SURVEY	0					2

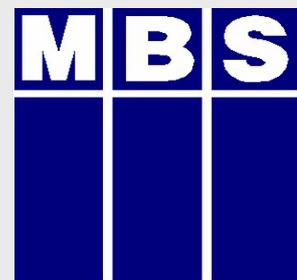


THE COMPANY

Meier Business Systems (MBS) is an Australian owned company that has been providing a broad range of computer support services and products since 1987.

MBS offers outstanding skills in operating system, hardware, database and network support. These skills complement MBS's activities in the application software development arena and together with a range of open systems and storage solutions, form the primary focus of all MBS systems integration and support activity.

MBS provides ERP and Supply Chain solutions that are leading edge and widely accepted throughout the world.



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