

CRM OPERATIONS CENTRE

Service, Support and Task Management Centre



The growth of call centres to improve customer service has been a major marketing development over the last few years. This package gives you the facilities of a comprehensive inbound call centre, enabling tracking and management of customer enquiries, queries, technical support as well as allocate staff tasks to comply with Business Process Management methodology. The module facilitates measurement of service levels in line with the implementation of any CRM or query management Strategy to monitor measure and improve customer service. It links directly to Business Builder Customer, Prospect and Product Databases.

The Category database enables you the flexibility to use call centre to monitor anything you want from inbound calls to job progress tracking....

This product features the following main menu options

- CRM Operations Centre - For entering new calls or to review current calls
- Staff Task List - For tracking manager or worker tasks with timescale performance against objectives
- Support Contracts - For entering and maintaining details of support contracts
- Category Maintenance - For entering and maintaining categories of calls with timescales
- CRM Follow Up - For viewing/maintaining details of follow up calls
- CRM Statistics - Reporting options behind the system
- Priority Maintenance - For entering and maintaining service level details
- Operative Database - For entering and maintaining details of users of the CRM Call Centre

Key Functions:

- Can be linked with other Business Builder modules – Customers, Prospects & Products
- Can be used for complaints, enquires, contract monitoring or as a technical help desk
- Can automatically input enquiry forms from the internet & be web enabled
- Can generate a series of powerful reports to monitor performance
- Can set your own colour coded priority service levels in days, hours & minutes
- Enables easy recording of customer requests for monitoring of performance
- Enquiries can be allocated to specific operatives
- Enquiries can be viewed by Number, Customer, Date, Priority, Status and Type
- Enquiries can be viewed by single operative or as all enquiries
- Simple print function allows easy use of the system where offices are only part computerised
- Enquiries can be categorized by type – full database
- Enquiries can be monitored on screen
- Allows automated responses to specific queries
- Word, Excel & PDF Documents can be linked to specific calls
- Series of custom designed auto mail merge templates are available



By putting this software at the centre of your marketing strategy it can help you implement a proactive CRM strategy.