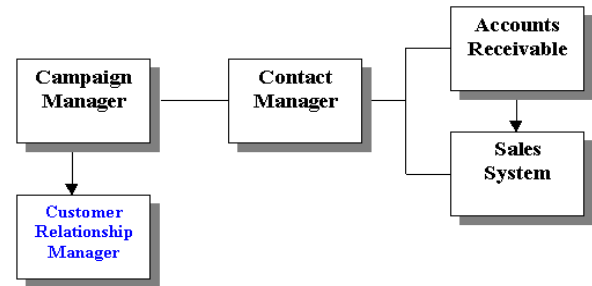


CUSTOMER RELATIONSHIP MANAGEMENT

The MAJIK Customer Relationship Management module is a cost-effective and powerful system that can be used to generate more sales revenue and maintain existing customer loyalty. It can provide far more than telemarketing since it can be used to develop new customers, sustain an existing customer network as well as improving general customer communication.

The flowchart that follows outlines the MAJIK Customer Relationship Management System.



BENEFITS

Call Management

- Ability to handle inbound calls such as responses to promotion and advertising, enquiry on sales order status, pricing enquiry, status of delivery and stock availability, and accepting new orders.
- Ability to handle outbound telemarketing including follow-up call to direct mail orders, quoting prices, advising of stock availability, promoting new products etcetera.

Customer Service Support

- A cost-effective marketing tool as compared with face-to-face sales calls.
- Facilitate debt collection via facilities to record notes and payment promises.
- Ability to accept payments when customer decides to do so while on the sales call.
- Facilitate improved customer and product support functions such as complaint handling, information requests etcetera.
- Ability to handle market research and surveys for feedback on product and service quality.

Call Planning

- Ability to create and modify call plans. A call plan is a record of contacts with a customer. The system maintains an on-line history of activities completed by date order.
- Ability to extract contact data and allocate tasks to telemarketers.
- Easy tracking of call status and history.
- Call questionnaires can be pre-defined to lead telemarketers through a question and answer selection list which enables the telemarketer to simply tick the one that closely resembles the best answer.

Reports

- Call Plan Report
- Call Plan summary Report
- Sales Calls By Date
- Sales Calls By Territory
- Company/Contact Details Report

MasterFile: DR Debtor Correspondence

Account: 10003 ABC BANANAS

SortKey: ABC BANANA Accts: David Vella Sales:

Postal Address: Stores 31-34 Building E BOX 395 SYDNEY MARKETS PostCode: E111

Street Address: Stores 31-34 Building E BOX 395 SYDNEY MARKETS Post Code: E345

URL:

Strmt: Open Item Credit: Is Parent: No

Parent: 10003

ABN: Tel: 9746 7857 Fax: 9764 4415 Mobile: 0428 423 330

Debtor: Yes Creditor: No Status: Open Hold: No Terms: M30 30th Mth Class: TRADE

Transactions More Data Profile Balances Service Hist. Exp Accounts

Next Page Notes Contacts More Info Usage Entry

Campaign: MKTG Marketing Campaign

Line	Command	Details
10	CLR	Clear Result/Report File Mandatory
20	EXT003	Company Extract - Match Profiles - All Contacts Extracting from database
30	EXT002	Contact Extract - Matching Profiles - All Contacts CENTRE 10 CUSTGROUP MERCH
40	SDFRST	Select Dates From/To - First Contact 01/01/01 31/10/01
50	EDIT	Edit Report File Tag: SALESPERSN RH
60	CALPLN	Create A Call Plan (Must Allocate To User First) 1 31/10/01

DR Debtors

Date	Company Name	Contact Name
30/11/01	ACTION FRUIT SUPPLY	MR Bill Gates
1	Phone for Appointment	
30/11/01	ACTION FRUIT SUPPLY	MR Bill Gates
1	Meeting to Present Proposal	

Notes: Ring the Secretary first
Result: Rep - Appointment Made
User: Ronnie Project: DM1 Completed: 00/00/00

Advantages

- 1 Call plan maintenance.
- 2 Script writer to extract contact info.
- 3 History of calls for each contact.