



EnterpriseIQ Customer Relationship Management

Combining ERP, Sales, Marketing and Customer Service

Manage your Prospect, Customer and Supplier Relations

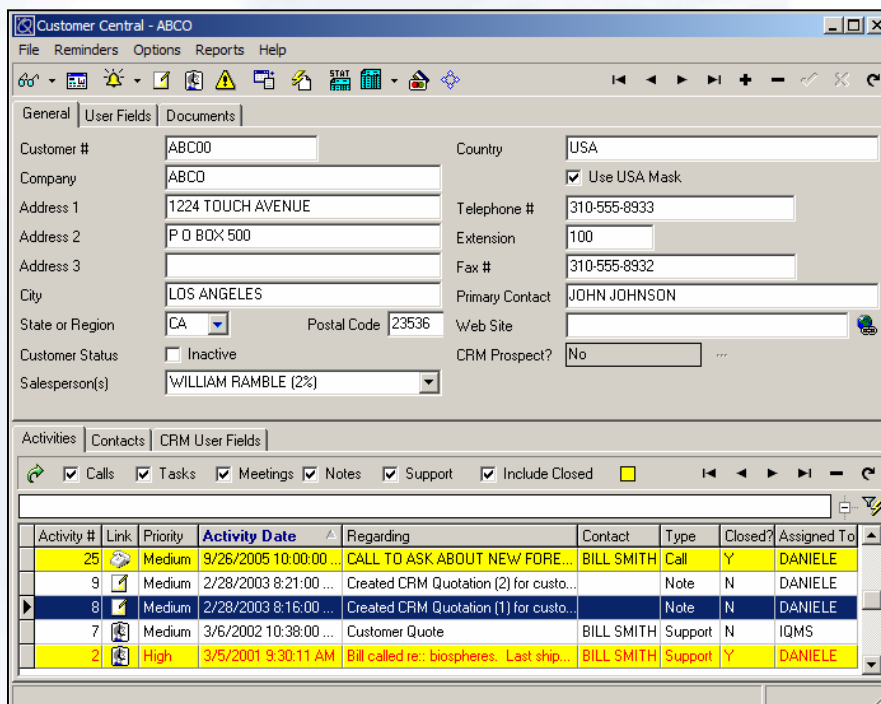
EnterpriseIQ Customer Relationship Management (CRM) provides your employees with the information and tools they need to deliver an exceptional customer and supplier experience. Whether it is Sales, Marketing or Customer Service, CRM allows you to optimize the time spent on developing and maintaining successful relationships and maximizing opportunities.

Because CRM is embedded into the EnterpriseIQ ERP system, there is no redundant data entry and it supports complete access to all ERP related data. CRM allows you to catalog information from initial marketing campaigns and sales contacts through quoting, customer orders, production, shipping, invoicing, payment and RMA cycles. CRM enables you to capture, manage and track every interaction with customers and suppliers in one place—putting it in front of your sales and customer service people, right when they need it.

BENEFITS

- Track the entire customer and supplier business relationship in a single centralized view
- Proactively manage customer needs and opportunities
- Increase customer service levels
- Gain an overall view of sales and support activities
- Automate routine and repetitive tasks such as mass mailings
- Single database eliminates the need for entry into multiple systems
- Attach documents to various activities for ease of access and viewing

Customer Central screen provides multiple views of customer activity, offering one-stop access to current and historical data.



Activity #	Link	Priority	Activity Date	Regarding	Contact	Type	Closed?	Assigned To
25		Medium	9/26/2005 10:00:00...	CALL TO ASK ABOUT NEW FORE...	BILL SMITH	Call	Y	DANIELE
9		Medium	2/28/2003 8:21:00...	Created CRM Quotation (2) for custo...		Note	N	DANIELE
8		Medium	2/28/2003 8:16:00...	Created CRM Quotation (1) for custo...		Note	N	DANIELE
7		Medium	3/6/2002 10:38:00...	Customer Quote	BILL SMITH	Support	N	IQMS
2		High	3/5/2001 9:30:11 AM	Bill called re: biospheres. Last ship...	BILL SMITH	Support	Y	DANIELE

"With the tools developed by IQMS, it is much easier to access helpful information and maintain happy customers."

-Pro Charger

"CRM makes it simple to track customer information as well as enter and follow-up on sales activity."

-New Berlin Plastics

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Key Features

Centralize Prospect, Customer and Supplier Activities - Complete contact management system supports the tracking of all contact activities in one centralized area so current information is available to everyone.

Marketing Support - Create marketing campaigns, send mass mailings (printed or email), create mail merges, track the success and manage the costs of your marketing and advertising campaigns.

Quick Activity Summary - See a snap shot view of prospects, customers and suppliers including contact information, credit status, documents, user defined data and all associated events.

Calendar and Activity Scheduling - All employee events are added automatically to a calendar to make it easier to view employee schedules and create meetings when everyone is available.

Alert Messages - Set automatic alerts for customers, suppliers or contacts and pop-up warnings to immediately notify employees of important issues.

Direct Access to ERP Data - Link directly to all areas related to sales, marketing and customer service, including available-to-promise/capable-to-promise (ATP/CTP), order entry, quoting, credit status and more.

Issue Tracking - Efficiently track customer and supplier issues and monitor responses. CRM provides multiple hierarchical ways to group and sort issues for fast and effective responses.

Answer Books - Facilitate quick and accurate customer service responses by creating customized, decision tree based answer books for common problems, employee handbooks and more.

Direct links to key ERP based data, such as sales orders, invoicing, inventory, RMA, shipments and quoting provides your sales, marketing, and customer support teams with instant, accurate information.

