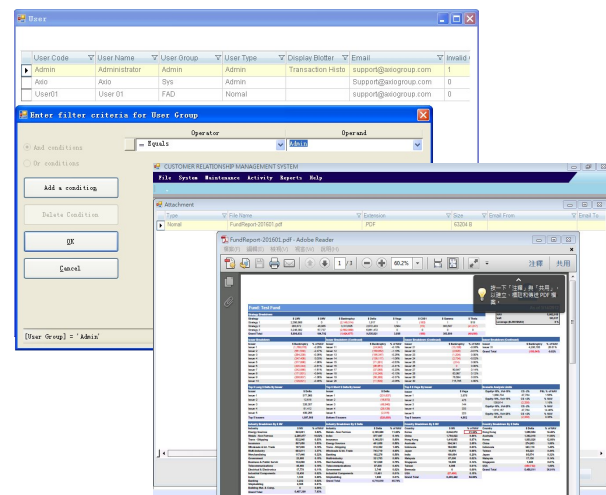
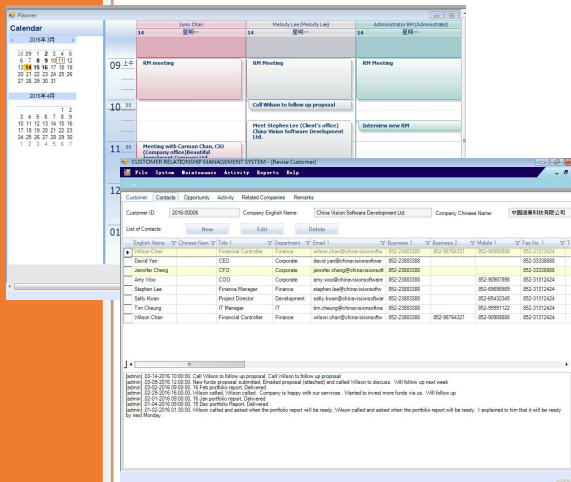


ACRM ADVANCED CUSTOMER RELATIONSHIP MANAGEMENT

Do you...

- ✓ Want to increase sales process visibility and effectiveness?
- ✓ Want to increase productivity and margin?
- ✓ Want to increase customer satisfaction and loyalty?

Customer relationship management is all about managing the relationships you have with your customers-including potential customers. ACRM combines business processes, people, and technology to achieve this single goal: getting and keeping satisfied customers. It's an overall strategy to help you learn more about your customers and their behavior so you can develop stronger, lasting relationships that will benefit both you and your customers. After all, it's all about the customer



Key Features

- ✓ Comprehensive User Management and Access Control
- ✓ Advanced Password Management
- ✓ Audit Trail with Purge Function and tracking of original input date/time as well as last revised date/time
- ✓ Centralized Customer Information Maintenance Console
- ✓ Customer Activity Maintenance, Scheduler, and Planner
- ✓ Opportunity Maintenance
- ✓ Contact Management
- ✓ Static Data Maintenance
- ✓ Office Announcement Maintenance
- ✓ Order Maintenance
- ✓ On screen remind user for the activities which are due on today or tomorrow or any preset period as defined by user
- ✓ User friendly on-screen information retrieval and integration with Microsoft Excel
- ✓ Real Time Reports
- ✓ Contact, activities (appointments), and email integration with Microsoft Outlook, Lotus Notes, and World Card
- ✓ Automatic email attachment