



BATCH MANAGER - PRODUCT BRIEF

Key Benefits?

- ✓ Improved customer experiences through consistent execution of best practice customer centric business processes
- ✓ Improved customer information with scheduled and event driven bi-directional enterprise data integration
- ✓ Improve response rates on outbound event driven communication with proactive workflow driven integration to enterprise wide business events
- ✓ Reduce organizational latency with multi-level escalation of alerts via application events, email or SMS
- ✓ Low administration costs with full scheduling ability and support for re-use of pre-defined batch jobs



Dialog Manager

ENABLING BUSINESS  
PROCESS MANAGEMENT  
IN CRM

Batch Manager is part of the Dialog Manager CRM Suite, which is a unique multi-channel solution enabling you to attract, retain and grow customer relationships. The innovative technologies allow for business flexibility and speedy implementation that lets you stay ahead and constantly improve competitiveness while enabling rapid measurable return of your CRM investments.

**Batch Manager**, DM SOFTWARE



## ENABLING BUSINESS PROCESS MANAGEMENT IN CRM

### DRIVE GREAT CUSTOMER EXPERIENCES

To create great customer experiences is probably the first and foremost objective of CRM. As we have seen in the past, static CRM solutions that do not focus on this issue often fail. Best practice CRM leaders are finding that success in CRM is down to getting a select numbers of customer centric business processes right.

With Batch Manager you are enabled to model out your customer facing business processes and easily integrate them into the overall corporate business systems and data sources for clear and consistent management of how you improve your customer relationships and instill true customer delight.

### IMPROVE ORGANIZATIONAL EFFECTIVENESS WITH WORKFLOW

Customer centric business processes can be long and complex as well as in many cases transcend individual departments, business units or even externally to partners.

Organizational ineffectiveness is not uncommon in business processes with many hand-offs and numerous influencing events.

Through Batch Manager's unique capability enabling consistent business process execution you are able to significantly reduce cycle times by having predefined workflow and automatic alerts guide end-users through business processes consistently for reduced overall overhead and operational costs.

### BRING TOGETHER ENTERPRISE DATA FOR PRO-ACTIVE CUSTOMER INTERACTION

As customers increasingly are getting bombarded with sales and marketing messages it is critical that customer interactions are set in the individual customer's context. One of the ways organizations are increasing the effect of customer communication is through event driven interaction.

With Batch Manager you can drive scheduled or event-driven integration with your existing system and data sources in order to let business events in Dialog Manager or external systems trigger a proactive customer interaction.

For example, you may choose to let Dialog Manager send a welcome letter to new customers which could be triggered by the creation of a new order in the back-office ERP system or have a web site inquiry automatically generate an alert for sales representative for follow-up to enable enterprise wide CRM processes.

### DRIVE MEASURABLE RETURN ON INVESTMENT

With the business processes that customers truly find important ironed out and modeled Batch Manager will significantly impact overall customer satisfaction leading to increased loyalty and top line revenue. Additionally, as processes are streamlined you are able to eliminate bottlenecks and facilitate frictionless hand-offs, which will reduce your operational costs and drive improved customer service. Through event driven marketing communication you are able to dramatically improve response rates as customers are delighted with relevant and timely communication, that will drive improved sales lead generation and revenue.

### ENABLE RAPID RESULTS AND SPEEDY IMPLEMENTATION

Implementing a CRM solution is an investment that must provide returns – the quicker the better.

Batch Manager is a component of the Dialog Manager CRM suite, which allows you unprecedented speed of implementation through its extensive prepackaged set of template business processes, advanced data model and unique data driven prototyping tools. Additionally Dialog Manager dramatically increases the end-user adoption rate through an intuitive simple yet powerful user interface.

Through batch and real-time interfaces Dialog Manager is easily, seamlessly integrated with existing systems and data sources enabling you to bring customer information together cross the entire organization and make it actionable in Dialog Manager.

As a result, Dialog Manager offers the market's lowest total cost of ownership ensuring that you will see results in weeks, not months.