

Key Benefits?

- ✓ Bi-directional integration via OLE and COM with Lotus Notes for integrated email, contacts, calendar and task management
- ✓ Full customer interaction history stored centrally with complete view of email interaction trails for improved intelligence at all customer touch points
- ✓ Scalable synchronization with intelligent conflict resolution for off-line laptop and PDA usage for seamless support of detached employees
- ✓ Integrated workflow for email enabled alerts for improved responsiveness to business critical events
- ✓ Automated outbound email campaign execution of personalized newsletters for improved response rates and revenue



Dialog Manager



CRM ENABLING  
OF EXISTING E-MAIL AND  
CALENDARING SYSTEMS

Lotus Notes Integration 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.

**Lotus Notes Integration Manager**, DM SOFTWARE



## CRM ENABLING OF EXISTING E-MAIL AND CALENDARING SYSTEMS

### LEVERAGE EXISTING INFRASTRUCTURE INVESTMENTS

Increased cost efficiency and measurable return on investments is the order of the day in most organizations. An important step towards these goals are to leverage investments existing IT and system infrastructure optimally. In short get more return on the money already invested.

With Lotus Notes Integration Manager you are able to leverage your existing investments in your Lotus Notes messaging infrastructure while at the same time bring customer e-mail interaction into your overall CRM strategy for improved return on investments.

### GET E-MAIL COMMUNICATION UNDER CONTROL

In many organizations e-mail communication with customers have emerged, as an answer to customers' desire to use that channel.

At first it seems simple to open a mailbox for customer inquiries but as e-mail volumes increase it often becomes hard to maintain service levels and stay on top of commitments.

Through deep bi-directional integration with Lotus Notes customer e-mail interaction is integrated with the overall CRM strategy and all email interaction becomes part of the Global Customer View. Employees can send personalized e-mail and newsletters directly from their CRM solution and all employees can reference past communications to be readily knowledgeable when interacting with customers for increased customer satisfaction.

### ENABLE COLLABORATION AROUND CUSTOMER PROCESSES

Most industry analysts agree that one of the main objectives for CRM is to improve the customer experience by improving the business processes that are important to customers.

Lotus Notes Integration Manager makes it possible to drive business process management into the way you build and maintain customer relationships. With integrated time and task management you can have employees collaborate around customer processes such as literature fulfillment or service inquiries. With integrated reporting you gain new business transparency as you can see how activities influence customers and ultimately the bottom line. Lotus Notes Integration Manager allows you to focus people to work towards delighting customers with better experiences when interacting with your organization.

### DRIVE MEASURABLE RETURN ON INVESTMENT

Through tight integration between your CRM solution and your messaging infrastructure you are able to save dramatically on operational costs by streamlining e-mail interaction and synchronize task management.

Lotus Notes Integration Manager will reduce time spent on responding to customer e-mails and reduce overhead by effectively plan and track cross-departmental tasks. And even more importantly improve revenue through increased customer loyalty by vastly improving customers' perception of your organization as you can maintain consistent service levels and engage customers professionally using the e-mail communication channel.

### ENABLE RAPID RESULTS AND SPEEDY IMPLEMENTATION

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

Lotus Notes Integration 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 proto-typing tools.

Additionally Dialog Manager dramatically increase 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.