

Key Benefits?

- ✓ Bi-directional integration via OLE, COM and CDO with Microsoft Outlook 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

Outlook 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.

Outlook 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 is to leverage investments in existing IT and systems infrastructure optimally. In short, get more return on the money already invested.

With Outlook Integration Manager you are able to leverage your existing investments in your Microsoft messaging infrastructure while at the same time bring customer email 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 has 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 Microsoft Outlook customer email interaction is integrated with the overall CRM strategy and all e-mail 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.

Outlook Integration Manager makes it possible to adjust business process management to 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.

Outlook Integration Manager allows you to make people focus on 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 synchronized task management.

Outlook 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. Outlook 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 increases the end-user adoption rate through an intuitive and simple yet powerful user interface. Through batch and real-time interfaces Dialog Manager is easily and 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.