



PHONE MANAGER - PRODUCT BRIEF

Key Benefits?

- ✓ Improved productivity through embedded third part call control and automated process for recording call minutes and follow-up information
- ✓ Increased customer satisfaction through screen-popping of customer information
- ✓ Better resource allocation with integrated call statistics analysis
- ✓ High compliance rates through automated call information registration
- ✓ Improved quality of customer information with automatic linking of call information to master customer record

Dialog Manager



IMPROVE **PRODUCTIVITY**
AND GET CLOSER TO YOUR CUSTOMERS
WITH **INTEGRATED CALL
MANAGEMENT**

Phone 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.

Phone Manager, DM SOFTWARE



IMPROVE PRODUCTIVITY AND GET CLOSER TO YOUR CUSTOMERS WITH INTEGRATED CALL MANAGEMENT

A NEW CONCEPT OF UNIVERSAL CALL MANAGEMENT

The telephone is a powerful communication channel as it provides live human-to-human interaction. However often the impact is lost due to disconnects between the media and all the information you have about the customer at the other end of the line. Traditionally the benefits of computer to telephony integration (CTI) is reserved for large advanced call centres, but with Phone Manager you can empower all employees with Universal Call Management resulting in enterprise wide increases in productivity and customer intimacy.

MAKE ALL PHONE CALLS CUSTOMER AWARE

We have all tried time and again to call a business only to be received as a complete stranger. Frequently customers are inconvenienced as they are forced to repeat information about themselves. With Phone Manager you can effectively make all phone calls customer aware in the sense that any employee that answers the phone immediately are presented with detailed information about the customer on the computer. Phone Manager automatically finds the customer in Dialog Manager based on Automatic Number Identification (ANI) and pops a screen with information about the customer's entire interaction history. Consequently, all phone calls can be answered with all relevant information readily available so that your customers can get the respect and attention they deserve leading to increased customer satisfaction.

ENRICH YOUR CUSTOMER INFORMATION

It is not uncommon that valuable customer information from calls is lost. Many organizations have found that they have incomplete information about customer interaction via the phone. Phone Manager enables you to enforce business processes to ensure that important call information is systematically registered and shared across your enterprise for a more complete customer picture. Phone Manager automatically presents screens to record call minutes and set follow-up triggers when the call is over and links the information to the overall customer record resulting in more detailed customer information, which ultimately leads to more valuable customer relationships. Additionally call statistics are consolidated and can be analyzed and tabulated across customer segments, departments, branches, individuals and other dimensions for increased business insight and improved resource allocation for optimal customer interaction.

IMPROVE PRODUCTIVITY WITH LEADING EDGE FUNCTIONALITY

By augmenting your existing telephony infrastructure and extending its functionality Phone Manager provides rich functionality to improve productivity. Through an embedded soft phone employees can easily perform third party call control such as Answer, Hold, Transfer, Conferencing and other commands directly from their computer screen. Calls are conveniently routed directly to the employee that is the primary contact virtually eliminating annoying transfers for the customers. Further with automatic outbound dialing Phone Manager initiates the call, prepares call minutes and wrap-up notes as well as

links the information to the customer record, all in the same process resulting in significant increases in productivity allowing your employees to focus more time on customer interaction leading to increased customer loyalty and more revenue.

DRIVE MEASURABLE RETURN ON INVESTMENT

Improving productivity is normally associated with lower costs and increased revenue through reallocation of saved time. Phone Manager drives substantial return on investment based on improvement in productivity of customer call activity. Employees are able to handle more phone calls in the same amount of time while concurrently adhere to business processes and policies for recording correct customer information. Additionally as a soft benefit customers experience that their business matters as they find that no matter whom they speak to in your organization they understand their history and are familiar with their issues from the second the call is answered, enabling you to get closer to your customers on an ongoing basis.

ENABLE RAPID RESULTS AND SPEEDY IMPLEMENTATION

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