

Key Benefits?

- ✓ Multi-channel Customer Information System (CIS) with 360-degree view of customer interaction across sales, service and marketing
- ✓ Centralized workflow, business processes and rules modeling for business users including support for configuration and advanced calculations
- ✓ Advanced dynamic data model with automatic information consolidation, drill-down and support for both B2B and B2C business models
- ✓ Superior One-click Holistic Search to intuitively access all customer information
- ✓ Unprecedented high implementation speed and flexibility for the markets lowest total cost of ownership

Supported platforms and technology?

- Dialog Manager
 - ✓ Extended Enterprise Edition
 - ✓ Enterprise Edition
 - ✓ Professional Edition
 - ✓ Small Business Edition
- Support for:
Microsoft Windows 98, 2000, NT4 eller XP
- Mail Merge:
Microsoft Word 97, 2000 or XP is necessary
- E-mail and Time Management:
Outlook Integration Manager or
Lotus Notes Integration Manager is necessary
- Automatic Log of Telephone Calls:
Phone Manager is necessary



Dialog Manager



MAKES SENSE
OUT OF ALL
YOUR CUSTOMER INFORMATION

Profile 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.

Profile Manager, DM SOFTWARE



MAKES SENSE OUT OF ALL YOUR CUSTOMER INFORMATION

ATTRACT, RETAIN AND GROW CUSTOMER RELATIONSHIPS

To succeed and grow, organizations must effectively attract new business while at the same time retain existing customers and build the kind of lasting relationships that promote profitability. Consequently, it has never been more crucial to actively manage customer relationships and optimize revenue and lifetime customer value. Profile Manager empowers all your customer interaction with a common foundation for full life cycle Customer Relationship Management. This enables all your customer touch points with the ability to attract and retain more new customers while you grow existing customer relationships more profitable.

IMPROVE REVENUE WITH MULTI-CHANNEL CUSTOMER INTERACTION

Customers and prospects do not care if different departments in your organizations manage sale, service and marketing. Profile Manager offers one unified multi-channel solution and delivers an integrated view of each prospect's interaction history and lifecycle enabling effective customer acquisition. When the deal is closed the customer can leverage the same powerful multi-channel capabilities to get customer service, while all employees have real-time access to customer information based on role-based security. Profile Manager's multi-channel design enables your organization to enrich interaction with a superior understanding of the individual and their preferences. Leading to increased revenue, satisfaction and ultimately loyalty.

BUILD LASTING CUSTOMER RELATIONS

Profile Manager provides one-click access to all relevant customer information, from basic personal data, such as name, address, and phone number, to complete profiles, such as interaction and service history, previous purchases, campaign membership and personal preferences. Each person's record is linked to businesses, accounts, households, products, loyalty scoring, and all other relevant information. Profile Manager delivers a state of the art Customer Information System based on a virtual data model that include data representation from all relevant enterprise systems such as ERP, Business Intelligence and E-Commerce systems. Customers will never again feel lost and unappreciated when in fact the customer is a long time valuable loyal customer entitled to prompt service and special retention campaign offers. Profile Manager will improve customers' experience of doing business with you and lets you build lasting relationships based on lifetime customer value.

CUSTOMER INSIGHT IS GOOD BUSINESS

Business managers are often finding that it is no easy matter to promote customer loyalty while keeping costs under control. Unique to Profile Manager is its ability to drive fact-based decisions into your customer interaction based on a deep understanding of the individual customer's value to your business. Profile Manager allows you to perform sophisticated analysis based on history, behavior, loyalty as well as current and future value, which enables you to let true customer intelligence drive your business strategy. With Profile Manager you are empowered with customer insight that ensures investments in sales, service and marketing will deliver optimal returns.

STAY AHEAD WITH BUSINESS FLEXIBILITY

Profile Manager is designed from inception to allow you flexibility to evolve your CRM solutions with your business objectives and your business processes. As market conditions change Profile Manager is easily molded through a data driven graphical user interface to reflect the changes. In fact even advanced many-to-many relationships in the underlying data model are easily changed on the fly. For example business users can easily add a new dimension to the data model such as customer division and relate individual branches to the division they belong to. Profile Manager offers extensive out of the box support for the customer dimensions such as business, division, branch, department, employee, household and individual. Changes are a matter of simple configuration without any expensive downtime or large consultancy engagements. And are implemented and deployed in real-time by business analysts without any specialized technical skills. Profile Manager lets you stay ahead the competition as you navigate today's challenging economic environment.

ENABLE RAPID RESULTS AND SPEEDY IMPLEMENTATION

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