

# **Staffware eCRM**

## **Marketing Automation**

Whether it's targeted customer loyalty campaigns, new business automation or the development of a market universe – whatever your marketing strategy, Staffware eCRM is equal to the challenge. It will enhance your strategic planning by giving you the ability to monitor trends, analyzing market data from external sources as well as existing customer information.

Easy to use campaign management and automatic recording of event histories make your Staffware eCRM extremely user-friendly. Configurable data entry screens ensure speedy response handling. You can monitor specific events and campaigns and measure their success so that current and completed activities can be compared.

### **Obtain Insights into Trends and Market Opportunities**

Staffware eCRM helps you identify who your customers are, where they are, who they will be and what they will buy. Profile your customers and then analyze and differentiate based on demographics defined by your company. Staffware eCRM then gives you instant access to online data analysis. Real-time graphical reports give you the latest statistics on customer analysis, pipeline and active lead status.

### **Interact with the Whole Customer**

Being able to communicate intelligently with your customers means understanding their relationship with everyone at your company, not just you. Staffware eCRM's channel management gives you the whole picture on one screen for each of your customers tying together all forms of contact and communication whether mail, sales calls, call center, or Web.

### **Increase Customer Loyalty with Multi-Step Marketing**

It's all about communication. Good relationship marketing requires strategic communications campaigns. With Staffware eCRM, you stay proactive in the process of reaching out to your customers, learning more about their needs and serving them better. Staffware eCRM lets you design multi-step series of marketing activities such as emails, calls, faxes or letters that deliver automated messages to your customers.

### **Increase Revenues, Profits and Market Power**

Staffware eCRM closes the loop between marketing and sales by automatically tracking the marketing dollars spent on a campaign versus the dollars actually generated as a result of that campaign. This closed loop marketing system directly interfaces with the sales force information to extract revenue data. In addition, it includes many pre-defined marketing reports, including leads per region, cost per lead, campaign ROI and most effective sources.

### **Marketing Information at your Fingertips**

Staffware eCRM's own marketing encyclopedia is structured in a hierarchical fashion for easy cataloging and accessing marketing intelligence, web links, presentations, and catalogs of information and competitor information.

### **Boost Profitability-with Quick Response to Opportunities**

To maximize market opportunities you need to be able to implement your business decisions quickly and with precision. Staffware eCRM gives you the ability to communicate your ideas, your targets, and your specific objectives to everyone involved in developing and exploiting those opportunities. Staffware eCRM gives you the power to direct resources to where they will be most effective. Staffware eCRM helps you target the market with the highest potential and ensures that all marketing and sales activity is geared to achieving the strategic objective.

### **Stay Ahead of the Competition**

Leave your competition in the dust. Staffware eCRM includes a competitive information library where you can store information about your competitors, their products and their services. This information can be easily accessed and updated by your sales and marketing staff. The Staffware eCRM competitive library allows you to keep track of product specifications, weaknesses, strengths, pricing and other relevant information. Staffware eCRM ensures that you have everything necessary for marketing information and sales tools to dominate your competition!

**Staffware**

