COMMENCE RM
Australian Edition

For growing businesses that need immediate access to customer information

Customer Relationship Management (CRM) is all about building long term, meaningful business relationships with your Customers. By helping you better understand and anticipate their needs, CRM can help you to acquire new customers, retain existing ones and maximise the lifetime value of your business relationships.

Commence RM: Australian Edition builds on the powerful Commence RM architecture, by adding new features to provide a fully functional CRM solution for small to medium size businesses that need to manage their customer information.

Customer Support

Customers are your life line, which is why your Help Desk is a critical business system. To keep customers from waiting, your support team needs immediate access to customer records, previous history and knowledgebase. Commence RM makes it happen, providing complete customer service and support functionality.

With Commence RM your support staff and managers are alerted to problems that have not been properly addressed. Your clients will be assured of rapid response and professional attention.

Marketing

Create effective marketing campaigns, and capture information at all contact points with your clients.

Manage all aspects of your marketing campaign, from list handling to direct mail (or email) and telemarketing to qualification of leads.

Integrated Accounting

Share information with your accounting department using MYOB with the optional AccountLink interface.

Sales

More than just contact information and call history, Commence RM provides a roadmap to help sales professionals manage key issues and close the business.

Commence RM helps progress opportunities through the sales cycle, tracking the status and identifying critical events along the way. Sales forecasts and reports can be instantly produced, providing a snapshot at each point in the sales pipeline.

Built in tools help sales people to be more efficient in their day to day work, with product and price information at their fingertips and drag and drop quote generation.

Web Site Integration

Commence RM can be integrated with your web site in a variety of ways. For example, publish up to date product information or provide support customers with access to your knowledgebase. Enquiries on the web site are entered directly to the Commence database, getting them into the sales process immediately.

The Complete CRM

Solution that will

make your company

a more effective

Sales and Service

organisation.

Try Commence RM: Australian Edition today!

You can download a FREE evaluation copy from our web site at http://www.aus.com.au/crm

Advanced User Systems Pty Ltd

http://www.aus.com.au
Phone: 02 9878 4777

READY-TO-USE

EASY-TO-USE

SCALABLE

EASY TO CUSTOMISE

AFFORDABLE

ADVANCED SYNCHRONISATION

REMOTE ACCESS

AGENT TECHNOLOGY

ONE-TO-MANY CONNECTIONS

MULTI-LEVEL SECURITY

DESKTOP INTEGRATION

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**Or call us on
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The Next Generation in Customer Relationship Management Software

Help Desk

- Call logging
- Built in management of call resolutions
- Automatic call escalation
- Flagging of incidents that have had no follow up within a specified time
- Notification of escalated incidents and incidents with no response, by email and pop-up windows
- Service Level Agreements define maximum response & escalation times for each customer
- Integration with email to log incoming support requests directly to the Commence database
- Follow up responses sent by email direct from Commence
- Product Register to track installed base and identify installations with ongoing problems
- Knowledgebase for logging common problems for future reference
- Built-in billing calculations
- Customer web access to log incidents and query status

Contact Management

- Capture details of customers, prospects and business partners
- Name, company, address, phone, fax, email, etc. - add any fields
- Flexible - create your own tables, forms and reports

AccountLink - MYOB Interface

- Optional interface to MYOB Accounting v11 and Premier v5 and later
- Bi - directional update of company, product and invoice information
- Provides complete history of previous sales activity by customer
- Interactive or scheduled updates
- Graphical interface to MYOB ODBC configuration data

Sales Automation

- Contact management, profiles, call history and letter log
- Access complete account history
- Guided sales process and workflow
- Group calendar / scheduling
- Email, fax, letter templates
- Product and price lists
- Drag and drop creation of quotes, invoices and purchase orders

Marketing

- Import of mailing lists
- Call list assembly
- Telemarketing, autodialling & scripting
- Generate letters and labels
- Qualify prospects and promote to lead status
- Detect new leads from existing accounts
- Handle web site enquiries

Management Tools

- Sales Opportunity management
- Pipeline analysis
- Forecasts and reporting
- Escalation of unresolved Help Desk incidents
- Marketing campaign management and analysis
- Project management, Gantt charts

Open Architecture

- Microsoft desktop applications
- Share calendars, contacts and email with Outlook.
- MS Exchange address book
- Mail merge with Word
- Automatic lookup of Australian postcodes
- Integration with third party postal barcoding software
- PalmPilot link
- ODBC, OLE-DB and API

ABN 54 054 718 311

Advanced User Systems Pty Ltd

2 Rudd Street, North Ryde NSW 2113, Australia
Phone: 02 9878 4777, Fax 02 9878 6951
http://www.aus.com.au