



CRM (Customer Relationship Management)

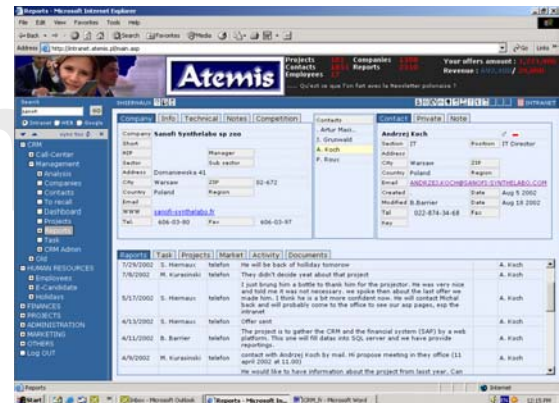
In today's competitive environment, companies have to increase their services for their clients. The focus of our CRM is to gather the customers' information, automate the processes, and improve the efficiency of your actions.

■ What can our CRM solution bring to your business?

- ✓ Gather all information for one customer from all departments.
- ✓ Better understand and follow up the customers needs.
- ✓ Communicate and share customers' information.
- ✓ Improve your customers' satisfaction and sales.
- ✓ Facilitate and automate the filling of administrative documents
- ✓ With a CTI system, the customers' details appears automatically on the reception of his call.

■ Modules of CRM solutions

- ✓ Customers and contact Management
- ✓ Leads and project tracks
- ✓ Sales Reports (Internet and Pocket PC)
- ✓ Reports Analysis (Meeting, email, fax, calls, offers, invoices)
- ✓ CTI and Call Center
- ✓ Campaign Management



■ Customer Management

Through an Internet explorer, all the employees of the company have access to the list of customers and to their details (companies as well as contacts). Before a new appointment, they can visualize the history of the relation with this particular customer, without requiring a specific report. After each appointment or contact, the commercial or employee fills his report either directly on line or on his computer and synchronize the information later. The report is then saved in the central database and immediately visible by all the persons of the company. Search engines allow to find the information according to the company, to the name of the contact or of the person in charge of this client.

■ Leads and projects

Register all leads known from your market and define their details. Track their advancement by defining actions on due dates for specific persons. Save the BID and technical offers to the web customers' folder to allow all authorized users to access to it. Receive qualitative and financial reports by customers, sales representatives, region, and product categories.



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■ Sales Reports

All actions with the customers (calls, email, faxes, meetings) are subject to a report. The employees fill them in real time and feed the common database.

The traveling users may fill their data from a Pocket PC device. They obtain access to all details of their customers, the products' base, the order and invoice forms as well as all sales and objectives reports. They fill marketing questionnaires directly with the customer. All information is replicated with the main database when the device is connected to the company network or Internet.



■ Reports analysis

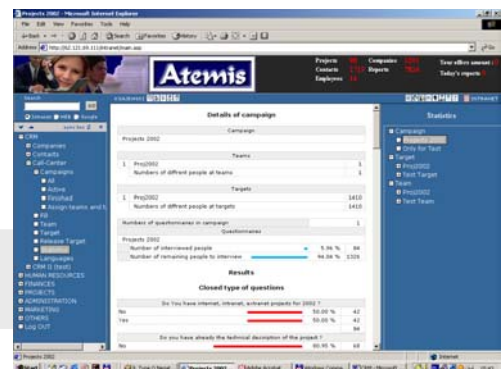
Measure the efficiency of your actions and improve your sales strategies by analyzing all information placed in the system. Example: Average number of appointments by month by region by representatives. The reports are dynamic and refreshed on the opening of the page. The module is provided with full graphical charts and cross tables.

■ CTI and Call Center

When a customer calls, the application immediately displays its details after recognizing its telephone number. Call a customer by simply clicking on its telephone number(s). All sent and received calls details are stored in the customers specific history and subject to analysis.

■ Campaign Management

Define the target, the team, the campaign and the questionnaires to administer. Create all elements dynamically with an easy and graphical tool. These questionnaires are displayed with the customers' details and filled by the operators or directly by the customers. Receive the real time statistics and supervise the operators' work.



“CRM aligns business processes with customer strategies to build customer loyalty and increase profits over time”
February 2002 Harvard Business Review

ATEMIS develops on the main platforms and with the newest technologies:

Databases: Oracle, SQL Server, DB2, Access, MySQL

Webservers: IIS 5.0 / IIS 6.0

Languages: JavaScript, VBA, Java, SQL, JSP, ASP, PHP

Operation Systems: Windows servers