CONTACT MANAGER

Most organisations store information in multiple disconnected databases with little consistency of customer and contact data. The **MAJIK** Contact Manager stores all company and contact details in a single, central database. This enables internal (company based) and external (field based) sales and service personnel to build a shared database of customer and prospect information.

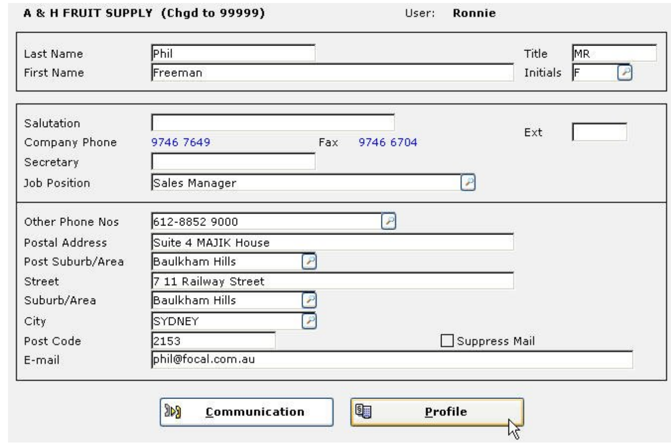
The collaboration in the sales process brings greater focus and specialisation of effort, resulting in improved close ratios, shortened sales cycles and higher margins.Instant access to customer and prospect information means that more accounts can be handled, and handled more effectively.

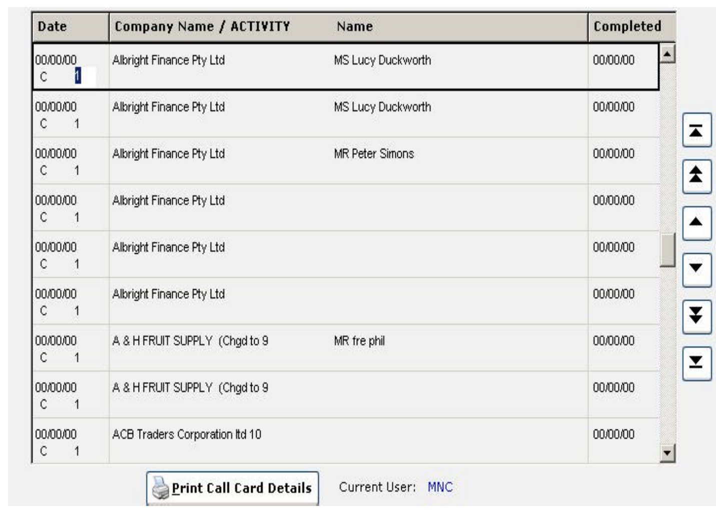
By automating the complete sales cycle, your sales force will have a tremendous strategic advantage—whether it's generating leads, tracking prospects, forecasting sales, or analysing sales. And with all the facts at their fingertips, staff will be able to focus on serving the customer.

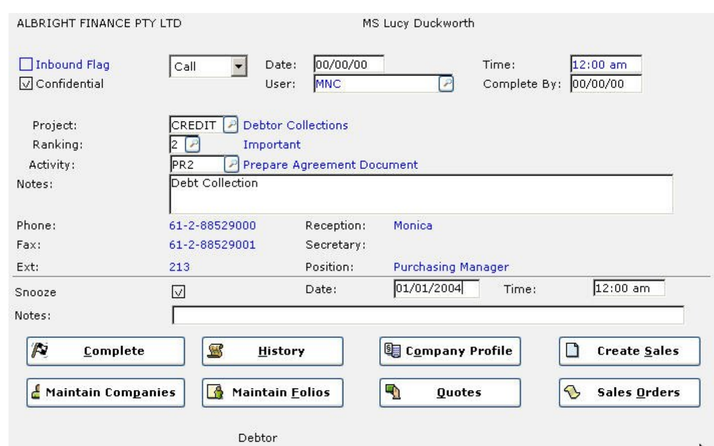
MAJIK Contact Manager can stand alone or integrate fully with the other **MAJIK** modules i.e Service and Warranty Management modules.

Using Contact Manager

- Attach an unlimited number of fields to companies and individuals within those companies, to hold as much information as you require.
- These user defined fields can be flagged as mandatory, so they must be entered when the company or contact file is maintained. You can also define masks to control how the information is entered.
- Profile look-ups are fields that enable multiple tags to be linked to a simple profile category. For example, under the profile category 'Product Interest', unlimited product codes can be tagged to a single Company record. Profiles of Company/Contact preferences are instantly accessible to the user.
- Your contact and company records can be segmented into classes. These determine the field prompts and profile categories prompted for when creating or modifying the company contact records.
- Attach additional MS Word files to your companies or contacts, such as spreadsheets, documents, images, or even sounds.
- Attach profile codes to your companies or contacts. These profile codes can be used to control what information is prompted for, and what information is mandatory when setting up or maintaining the record.
- You can set up user defined activity and result lookup tables. These enable efficient recording of open incidents,

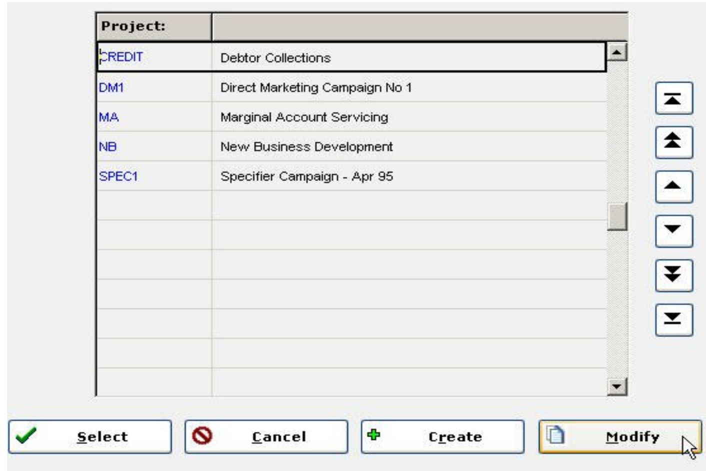


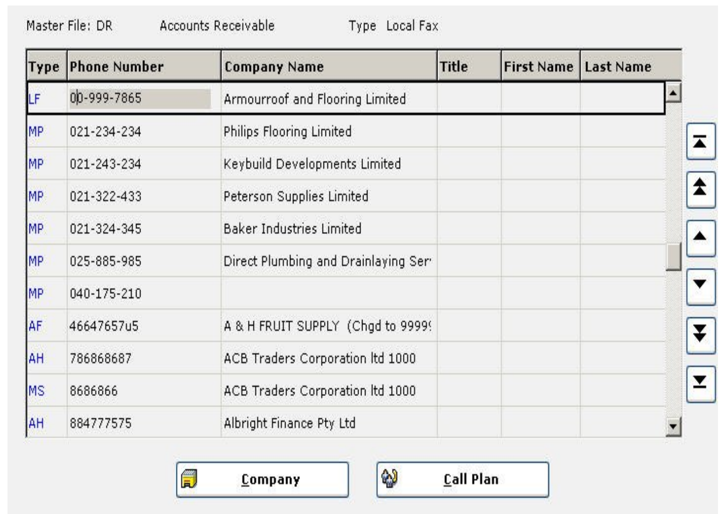




problems, diary entries, and ‘to dos’, as well as recording results.

- The date, and name of the contact person are recorded against each entry. Next Call Plan prompts are automated to safeguard against contacts being overlooked.
- Set up call plans for your sales people, to plan what must be done and when.
- Call plans can be ranked in order of priority.
- Call plan results are recorded, and an unlimited amount of history can be held online for enquiry.
- Call plans can be marked as confidential, so that only specified users can view the call plan.
- Call planner is seamlessly linked with the MAJIK Sales Module. While using the call planner, you can instantly access the Sales Order Entry program to process a sales order.
- All call planner transactions can be related to projects or campaigns, enhancing sales and marketing reports.
- You can instantly view details of previous calls to and from the contact. This includes the ability to view other users’ communications.
- eMAJIK Contact Manager has full integration with eMAJIK Sales Entry. Via a button from the Daily Call Planner, you can load the Sales Entry program and instantly process a quote or order for the customer, without having to re-key the customer details.
- MAJIK Contact Manager provides optional auto-dialer support for outbound call processing.
- User definable templates can be set up to capture information relating to events, projects, or campaigns. This information base is referred to as ‘folios’.
- Automatic recording of Post Codes, ISD, and STD (area code) information in company records improves accuracy and data consistency.
- MAJIK provides an automatic upper to lower case conversion process. Many users prefer to key data in upper case. eMAJIK can automatically convert this to lower case to improve presentation of labels and letters.
- You can use MAJIK to check your database for duplications, and an editing and de-duplication option is provided.
- Set up projects, or campaigns, and link them to call plans.
- Standard reports include:
  - Master File Table Listing
  - Call Plans





  - Folio Details Analysis
  - Company Details
  - Activity/Result Analysis
  - Contact Details