



Edify e-point



The CRM system that puts you back in control
of your customer service operation





"Ideally we need to move away from the industry average of one customer service agent for every 1500 to 1800 customers to a position of one agent for every 5,000 customers, or even 10,000 or 15,000 customers, and do it without compromising service levels. And I believe that with technology like Edify's there's no reason why numbers of that order shouldn't ultimately be achievable".

Virgin Mobile, Director of Customer Service

Today's customers call the shots. They want service on their own terms...Whenever it suits them.Wherever they happen to be.And through whichever channel they prefer.

If you can't provide that kind of service, the chances are your customers will go to someone who can. With customers demanding ever more information, easier and greater access, and support through a wider range of channels, the provision of service excellence has become a key competitive differentiator.

But where do you go to find a contact centre-oriented CRM system that really gives them the service they want – via email, Internet, phone, fax, WAP or face-to-face; via contact centre, field-sales team, channel partner or home page? And where do you find a system that also gives you easy access to all the information you need to understand, acquire and retain your customers, and to build their loyalty into a solid corporate asset?

The answer is Edify e-point. Designed from the ground up from a customer service perspective, Edify e-point installed in your contact centre can help you drive sales through excellent customer service.

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Edify e-point – customer-focused CRM from a single system

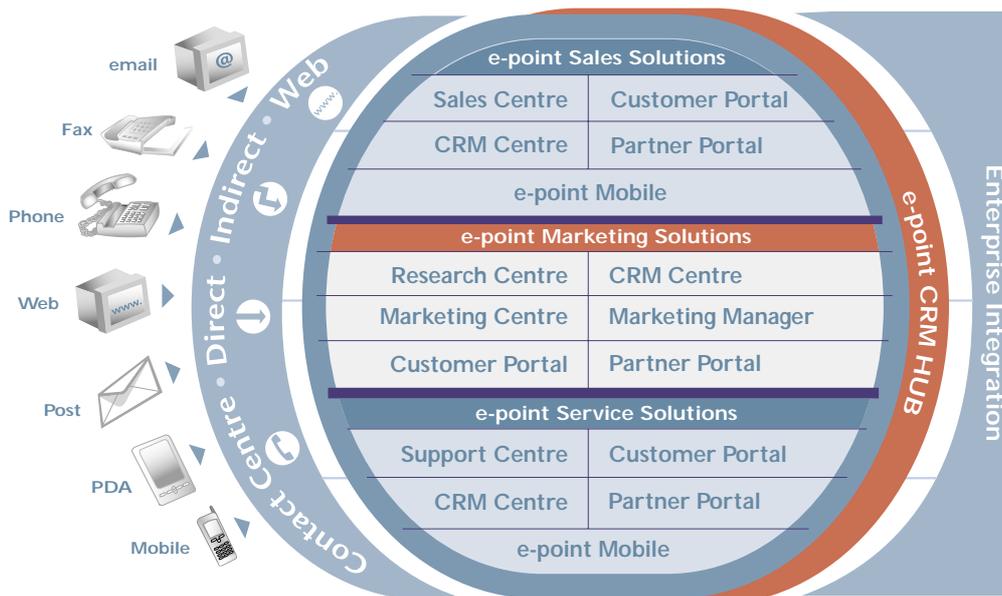
Edify e-point is state-of-the-art Customer Relationship Management software, designed from the ground up to help make your contact centre the focus of your customer service operations.

It's designed to make it easy for you to meet today's customer service challenges, helping you to...

- Manage every part of the customer relationship life-cycle – acquisition, customer care, loyalty building and retention.
- Integrate all your customer-facing functions – Service, Marketing, Sales – into a single, seamless operation that optimises overall productivity and profitability.
- Communicate locally, globally, and via multiple channels.

Unlike other traditional sales and marketing-oriented CRM offerings, Edify e-point lets you do all this from a single system which focuses on the contact centre – the heart of any successful customer service operation. At the same time, it's a genuinely flexible solution that can be delivered and distributed at the departmental, divisional, or enterprise level, and across multiple languages or geographical boundaries.

This flexibility translates into significantly lower cost of ownership, particularly for organisations with unique business processes that won't match onto the existing standard CRM templates offered by most vendors.



All-round customer service capability. All in Edify e-point...

Support Centre – enables customer support agents to create, assign and manage customer requests and enquiries. It also provides them with details of a problem, the ability to request its status and history, and automatic indications of up-sell/cross-sell opportunities.

From the Customer point of view, satisfaction levels (and consequently loyalty ratings) are likely to rise due to swift and relevant problem-solving, the use of preferred communication channels, and speedy, targeted fault notification and resolution.

Edify e-point's new Costing Engine allows organisations to easily establish fixed and variable costing data for all agents and activities, and then roll them up - either automatically or on demand - to give a total cost for marketing campaigns, support cases and individual sales orders.

Some key capabilities – Up-sell/cross-sell capability • Superior incident, problem and solution management capabilities • Customer communication via any channel • Flexible call guide solution • Costing engine to establish fixed and variable costing data for all agents and activities

Sales Centre – makes it easy to create and process leads and orders, and flow any quote or sales event to completion as a sales order.

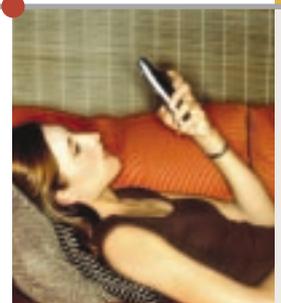
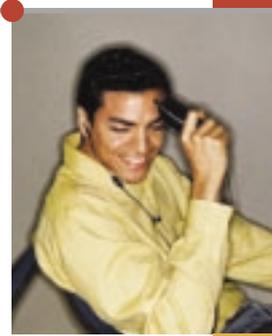
As part of the overall Edify e-point structure, the Sales Centre is focused on the concept of 'Sales through Service'. By providing a platform for a top quality customer service environment – in other words, by enhancing the 'customer experience' – Edify e-point makes it far more likely that customers and prospects will be receptive to sales activities, and consequently far more likely to buy.

Some key capabilities – Tracking and monitoring sales opportunities • Forecasting sales • Lead qualification by specific criteria • Identification of up-sell/cross-sell opportunities

Marketing Centre – enables efficient planning, management, execution and management of your marketing campaigns.

As part of the overall Edify e-point structure, the Marketing Centre is focused on the concept of 'Marketing through Service'. By providing an environment of top-quality service – in other words, by enhancing the 'customer experience' – Edify e-point predisposes customers and prospects to share key information (for example, about preferences and attitudes) needed for cost-effective, targeted marketing. By matching this input against the actual behavioural history it holds on each customer, Edify e-point can facilitate tightly profiled and segmented marketing campaigns based on reliable assumptions.

Some key capabilities – Market segmentation • Providing a top-down view for managers of campaign components • Defining specific target audience sectors – either campaign by campaign, or as test cells within a campaign • Monitoring sales channels in lead-conversion activities



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Research Centre – provides the multi-channel functionality to deploy a survey by phone, Internet or e-mail. It also facilitates the qualification and grading of survey input against the target audience.

CRM Centre – helps contact centres integrate and optimise the customer relationship lifecycle through sales, marketing and support.

Partner Portal – enables partners to share common data and independently access important account and lead information. By empowering your partners in this way, you are optimising their ability to sell, service and specify your products. They are also likely to view your products more favourably than those of competitors who fail to make life so easy for them!

Customer Portal – lets customers undertake self-service tasks in a web or wireless environment.

With Edify e-point installed in your contact centre, you can address these key challenges directly, profitably and to your competitive advantage.

Quick returns on your CRM investment

CRM isn't an option these days. It's a necessity.

The trouble is that, with most available solutions, any measurable return on investment seems a very distant possibility.

With Edify e-point, you get to the pay-back point quicker...

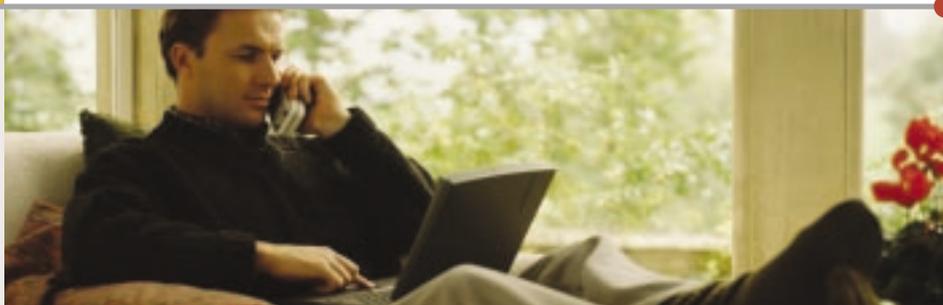
It integrates with any front- or back-end system, so implementation takes days or weeks – not months and months.

It's remarkably user-friendly, so your staff will be operating at optimum efficiency almost from the outset.

And it's 'future proof' and readily scalable up to 20,000 concurrent users – so you won't have any expensive surprises as technology changes or your organisation grows.

Edify e-point will also make a direct and measurable contribution to ROI in two vital ways...

- It will help you cut costs by matching your expenditure on service to the customer's individual value to you and by automating most of the repetitive 'stock response' tasks that don't merit an agent's personal attention.
- It will boost your revenue by increasing your retention of existing customers and significantly enhancing your ability to acquire profitable new customers.



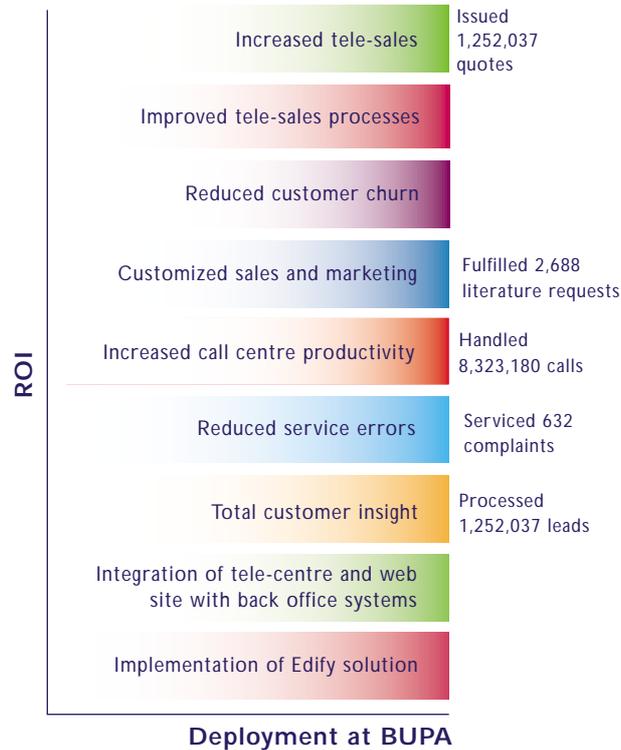
Delivering Cumulative ROI

BUPA, Britain's largest private healthcare organisation, revolutionised the market with the introduction of its Heartbeat offering.

The Edify solution allows BUPA to offer customised sales and marketing to each client and prospect by integrating its existing information systems and business processes with multiple points of customer contact.

"...For the first time, we have a complete view of the customer, from initial expression of interest, right through to enrolment, opening up real opportunities for cross-selling and up-selling"

Iain Roy, IS senior project manager, BUPA



Profiting from Customer Service

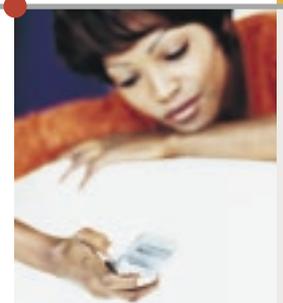
Service excellence is your key competitive differentiator.

Customers are demanding more information, easier and greater access, and support through a wider range of channels.

But, according to recent studies, less than half of them think they're getting it!

Edify e-point is designed to help organisations adapt to their customers' changing needs and requirements.

With Edify e-point on board, you can improve the speed and quality of service to customers – through tight control and management of the support process across all customer touch points. Through real-time access to order status and customer history, you can increase efficiency by significant reductions in the number and duration of calls. You can enhance up-sell and cross-sell rates with our automatic, real-time opportunity alerts. And you can claw back lost customers more successfully because you know what makes them tick, what offers they're likely to respond to, and – because you'll have a fair idea of why you lost them in the first place – what you need to do to satisfy them that they're better off with you after all.





Customer service-driven Marketing

Knowledge-based marketing – whether to customers or prospects – can be a lot cheaper, more profitable and more sustainable than campaigns based on broad-based research findings. People these days expect to be perceived and treated as individuals – not just as units in a 'target group'. This means that a smart customer service-oriented CRM system – one that can understand and record individual preferences, aspirations and behaviour patterns in your customer base and then make intelligent comparisons with potential customers – is an absolutely essential component of your overall marketing strategy.

Edify e-point's powerful campaign management capability means you can streamline and optimise campaigns, running them a lot faster and to a better-segmented and targeted prospect or customer list. And, with real time campaign analysis, appropriate adjustments can easily be made throughout your campaign's lifecycle – letting you capture and process each opportunity as it arises.

And, because you know so much about the people you're targeting, you'll be able to tailor your offers to their preferences, talk to them in the kind of language they respond to, and provide the level of care they need. So, expect significantly greater success in acquiring new customers, and significantly higher retention levels for the ones you've already got.

CRM-driven Sales

These days, sales strategies are based as much on retention as on acquisition.

Edify e-point enhances your sales team's effectiveness in this environment. It gives them a single, unified view of all relevant customer information – such as relationship history, products held, service influencers and competitors. It allows them to demonstrate real knowledge of their customers during all sales activities. And it can proactively guide them – in real-time – to the best way of closing a sales opportunity.

From the manager's point of view, it provides an invaluable resource for keeping tabs on sales in the pipeline; for responding quickly to sales opportunities and identifying the customers most likely to be receptive; and making accurate revenue forecasts projected from real, measurable sales history.

Edify e-point helps you maximise 'share-of-wallet' from your existing customer base.

Some Edify e-point customers:

AIG Asset Management	Virgin Mobile	Allianz
BUPA	Bromley Council	SNT
EDP	AGF Bank	Primagas
BASF	Delta	Digitel
Indosat	Maybank	Verizon

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