

Customer Relationship Management CRM

Terabit

The background is a solid blue gradient. A curved, lighter blue shape starts from the bottom left and extends towards the right side of the slide, creating a sense of movement or a stylized 'C' shape.

General Information

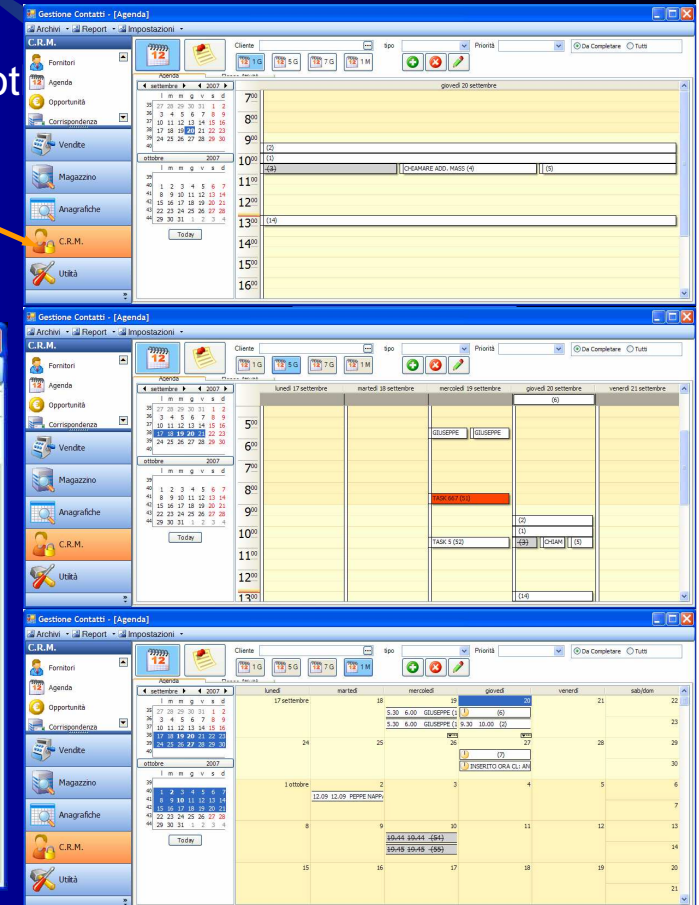
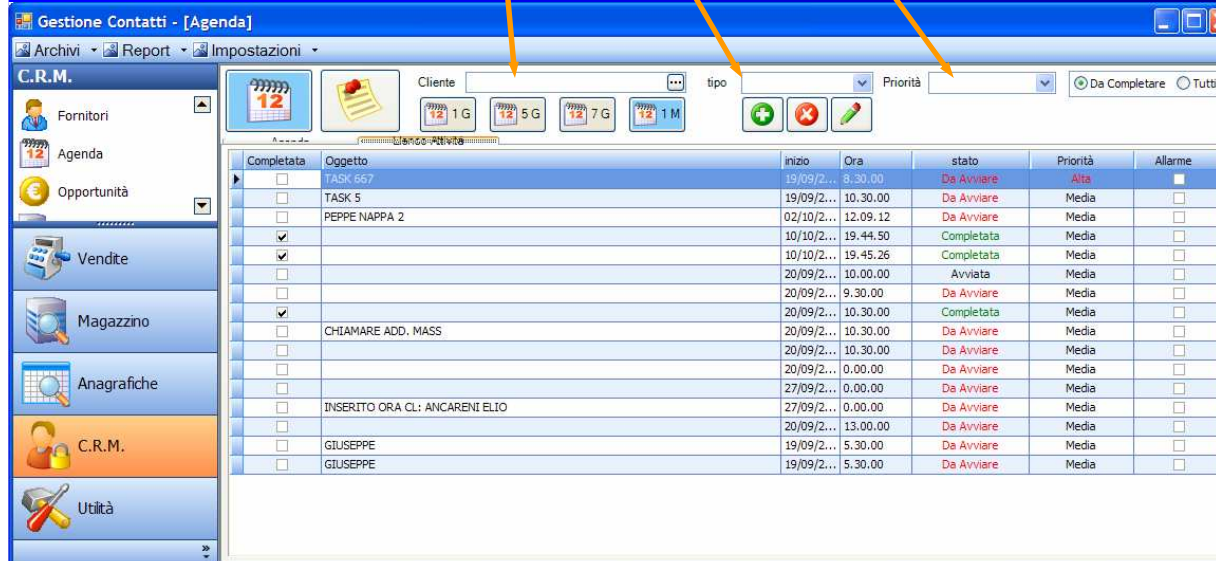
- CRM (Customer Relationship Management) is a modern instrument to:
 - Rationalize and to speed up relationships with the customers
 - Know better the area potentialities and therefore the targets to achieve
 - Keep faithful the customers already acquired
 - Find out the best way to acquire new ones

Principal Characteristics

- Activities agenda
- Mailing Management
- Specific actions for keeping faithful customers through automatically generated mailing
- Commercial Action File and related results
- Maps with graphics for assessing your presence in the territory

Activities Agenda

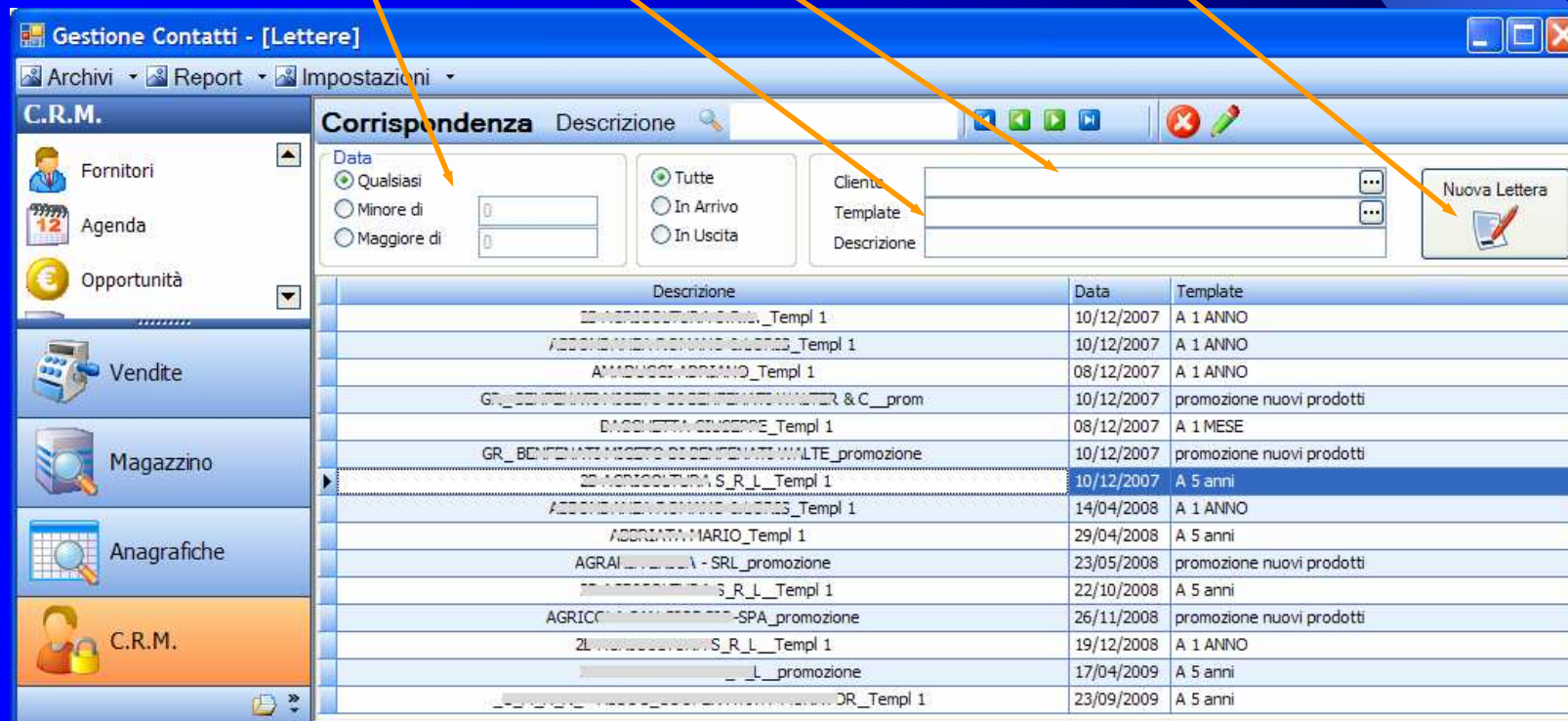
- The activities agenda let you manage in a very optimal way your activities, your appointments, thanks to the selection per :
 - Day, week, month
 - Kind of activity (telephone call, meeting, ot
 - Priority (high, medium, low)
 - Customer



- Management of alarm and activities reiteration

Mailing Management

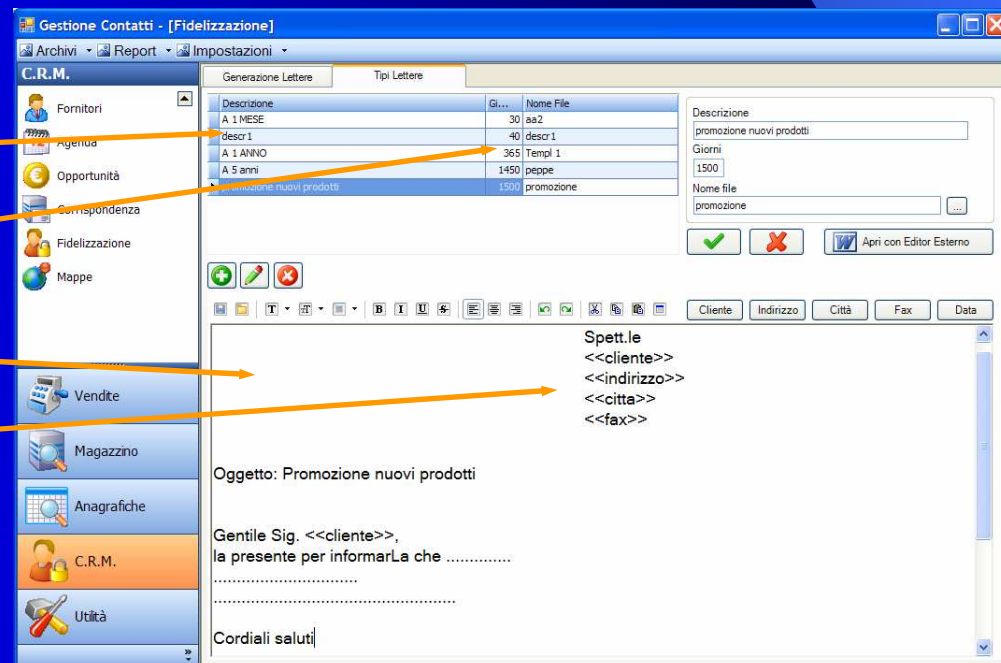
- Mailings are kept in a very organized and schematic way
- Mailings can be filtered by:
 - Customer
 - Template
 - Date
- The software automatically generates also a new letter:
 - Pointing up the customer
 - Pointing up the template



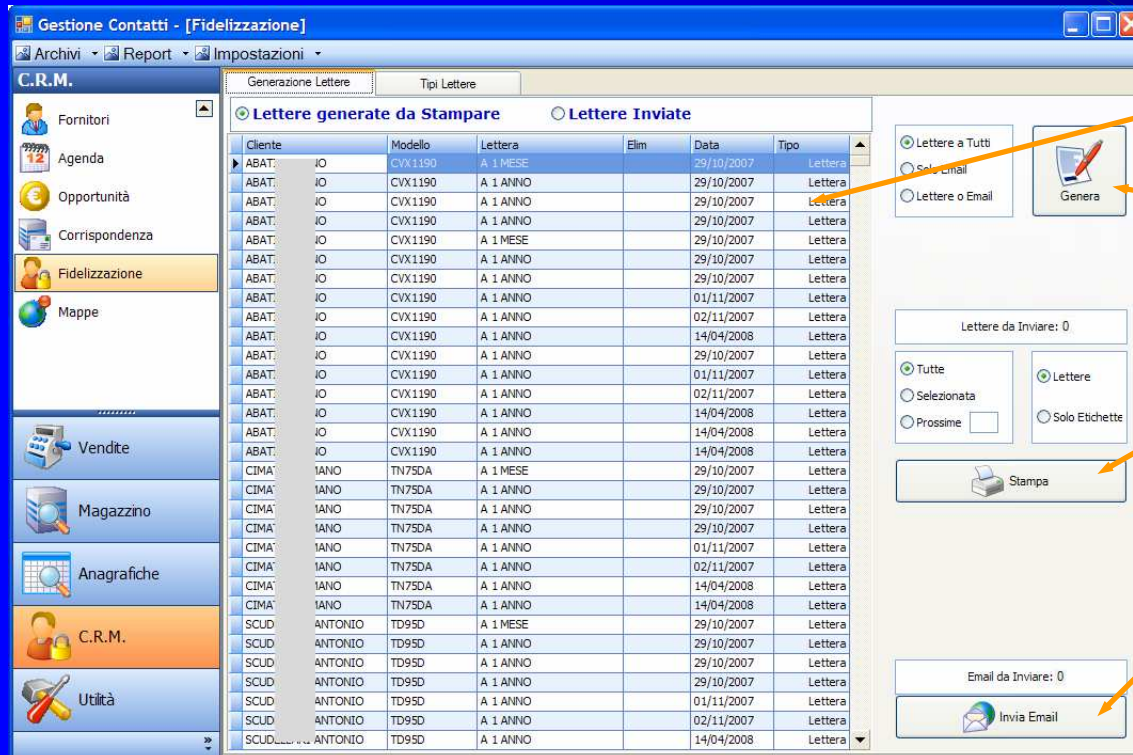
Customers Loyalty through Automatically Generated Mailing

- Sending emails at fixed periods of time is, for instance, a way of keeping customers loyal
- Of course, a throughout check of the whole records and the following writing of all emails is a process that keeps a very long time:
- Thanks to the software, on the contrary, it's enough to:
 - Set out letter (or email) patterns, planning when it has to be sent after the purchase of a machine
 - Ask the software to generate letters, and in case of emails they will be sent automatically by the software

- Letter patterns (or email)
- When letters or mails need to be sent after a purchase
- Pattern preview
- Fields that will be replaced with the customer data



Customers Loyalty through Automatically Generated Mailing



• Generate mail

• Generate all

• Print

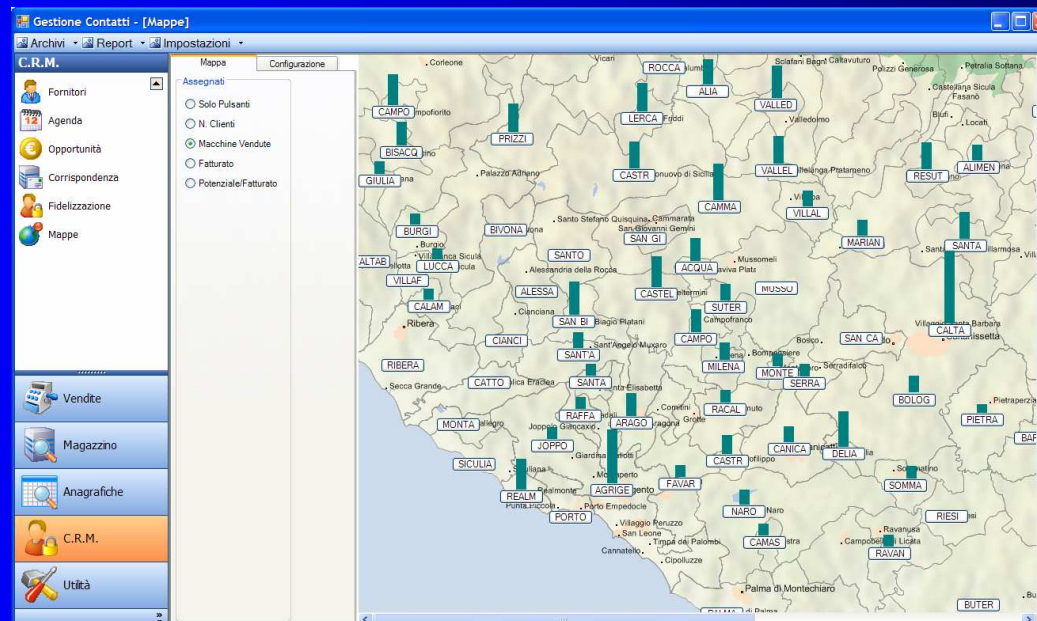
• Send email

Commercial Actions

- Commercial actions are important to increase contacts with customers
- Nevertheless, existent commercial actions are quite different ones from each others according to:
 - costs
 - Numbers of obtained contacts
- The success of a commercial action varies according to the customer target
- It's vital, for that reason, have a right instrument to assess the results of the commercial actions carried out
- It's important to determine thanks to which commercial action we acquired a new customer
- All in all, for each commercial action carried out, is important to set the cost of each contact

Maps

- Maps are, in this case, the right instrument for a concrete assessment of the territory of competence
- For each province are displayed:
 - Graphic of the sold machines
 - Graphic of the turnover
 - Graphic of the total of customers
 - The list of the old machines
 - The graphic comparing the annual and potential turnover



Contacts

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