PRONTO-Xi

Customer Relationship Management

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ENTERPRISE MANAGEMENT SYSTEM
CRM

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Need to maximize your customer lifecycle and sales opportunities? Is customer acquisition, retention and profitability a strategic objective?

PRONTO-Xi Customer Relationship Management™ (CRM) manages all your customer and prospect interactions, from marketing to sales and service, increasing your business opportunities and customer satisfaction.

"PRONTO-Xi CRM powers the OfficeMax call center and allows us to centralize *and process customer requests in an* effective *way, speeding our response times."*

George Mellas, Business Manager, OfficeMax Australia/New Zealand

OfficeMax

Full Account Management

With smart search facilities and easy identification of account status, PRONTO-Xi CRM reduces time spent looking for key information and keeps staff up to date on any customer, any time.

Complex account relationships can be supported via prospect, customer and parent/child linking, seamlessly tying multiple entities together. Each entity can support multiple addresses and contacts and can be classified using a powerful attribute capability.

Integrated transaction logging and activity generation ensures everyone knows what has occurred and what needs to be done to deliver seamless customer service.

Effective Campaigns

Conducting relevant, well-timed marketing campaigns enhances customer relationships and increases profits. PRONTO-Xi CRM campaigns encompass end to end visibility, from inception to post campaign analysis, tracking all relevant activities and results. Real time campaign statistics take away the guesswork and facilitate better decision making. See at any time which customers have responded to a campaign or bulk add customers to your campaign quickly and easily.

One Degree of Separation

Easy access to complex information – such as outstanding orders, sales history, quotations, profiles and price enquiry – give you an understanding of your customer from every angle. CRM account activity is automatically linked with debtor transaction history to provide a single view of marketing and sales information. PRONTO-Xi easily maintains account and contact attributes, allowing unparalleled data mining capabilities.

Professional Time Management

PRONTO-Xi ensures your sales team stays ahead of the curve. Account activities and Contacts are seamlessly integrated with Microsoft Outlook™ ensuring no appointment or task is missed. The CRM Console allows easy search, edit and filter to ensure your team can find what they need. Sales people can quickly access their activity, contact, opportunity and campaign information with customised views. PRONTO-Xi CRM also utilizes Google Maps, so your sales people can easily find their destination with a single click.

Comprehensive Opportunity Management

Your sales team will appreciate the ability to manage their pipeline at all levels and plan an effective solution to close their deals. PRONTO-Xi manages the entire process including: lead creation, conversion to opportunity, quotes and pricing, deal closing; and sales. Accounts are tracked through the sales lifecycle so you always know what's happening every step of the way. High visibility of transactions ensures every stage is closely managed with minimum overhead. Intelligent duplication tracking ensures your data integrity is maintained without losing flexibility. In all, PRONTO-Xi CRM takes opportunity management to a new level.

Business Computer Technologies, Inc. (BCT) has been a premier provider of CRM/ERP solutions since 1984 and is recognized as a leading software solutions company throughout North America.

With offices in Illinois, Ohio, Missouri, Kansas, and Calf and associates in Oregon, Colorado and New Jersey, BCT offers customers implementation and support anywhere in North America from over 35 certified consultants in the programming, CRM, manufacturing, distribution, accounting, network, and IT. This skill base and experience from our professional team provides our customers across North America the right people onsite; online; or on the phone when they are needed to keep your business operating.

BCT and Pronto: *Value for today and for the future.*

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