

# Overview

## The Perfect Solution for "Direct to Consumer" Sales & Order Management that goes beyond the typical CRM product.



On-line Call Center™ is a versatile, web-based application which features a tight security system and allows Managers to view reports and make changes to records from anywhere in the world. On-line Call Center™ is designed to automate and control all aspects of your business whether you are a team of five or five hundred. Our ability to interface with your Telephone system means you can present powerful data options to your agents as the phone rings and track Key Performance Indicators to ensure you are achieving the best Performance from your campaigns.

### Deployment Options: Which Version Works Best For Your Business?

#### On-Demand

If you're a start up or small business looking for a commerce solution for your growing or cyclical company, on-demand is for you. Flexible monthly service fees allow you to scale up or down the number of users to meet your current needs, saving you money. Users can work from any broadband or wi-fi internet connection.

#### Benefits:

- Low start up costs and monthly service fees
- No servers to maintain
- Access is Secure and Reliable
- Data is Protected and Backed Up for you
- Supports 5 to 40 concurrent users
- Add or remove users from month to month
- Same options available as On-premise version

#### On-Premise

An in-house installation is preferable for those customers who would like to have their information managed by IT staff, behind their firewall. This deployment option gives your team maximum control and flexibility to get the most out of your solution.

#### Benefits:

- Lower total cost of ownership
- Best performance for larger campaigns
- Same access anywhere as On-demand
- Great for business that need over 40 concurrent users
- Greater LAN performance and control to get the most out of your CRM application

### CRM Customer Service

Decrease call times and increase first call resolution and customer satisfaction. On-Line Call Center™ provides tools to perform all types of customer service activities and maintains an audit log.

Provide an overview of Customer History and value with our Customer Detail Center

Have complete customizable control of your Continuity Programs and Installment Billing

Have an accurate Order History for each customer with required Reason Codes and Audit Trails

Have complete Return Merchandise Authorization (RMA) and credit tools

Automatically generate Notification e-mails based on Customer Service Activities

Schedule and assign Customer callbacks.

Monitor Agent And Campaign Activity Reports

Perform a variety of Customer Service Activities: holds, cancels, shipment tracking and much more...

### Human Resources

Keep track of your employees Time and Incentive programs. The built-in Time Card supports departments, shift pay rates, and paid and unpaid breaks. By automating commission management, you enable your sales force to focus on what really matters: closing the sale.

Integrated Time Card with Departments and Shift options

Real-time, accurate visibility into commissions on representatives desktop

Tiered commission levels for additional motivation

### Sales

Featuring dynamic sales scripts that display the product offers the caller is responding to automatically, reducing call times and increasing sales. Have another product that may relate to the needs of your caller? On-Line Call Center™ also features cross-selling options that display related product information and sales scripts allowing you to get the most out of every call you receive.

Campaign driven sales processes

Enforced sales rules for tax collection, State specific regulations, payment methods, holds and more...

Real-time Payment Processing

Inbound/Outbound Call Control

Surveys with rules based conditional branching

Reports that slice and dice campaign and sales data

Dashboards for real-time management

### Order Management

When order management is done right, it can streamline your entire fulfillment process. It minimizes paperwork for your sales force, and boosts customer satisfaction and long-term loyalty.

Auto-Ship Processing

Multi-Pay Processing

Commission Processing

Import/Export Processing

Payment Processing

Shipment Processing

Royalty Processing

Agent Commission Reports

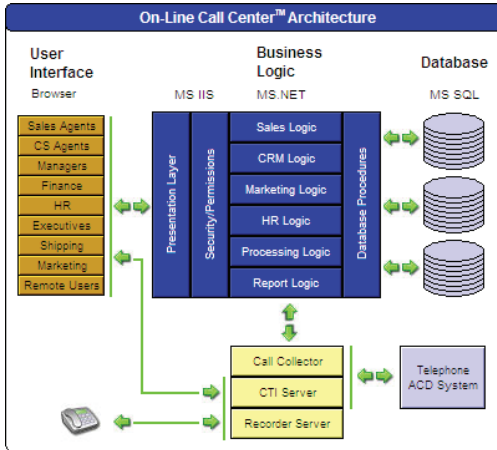
Agent Performance Reports

Agent Performance Visualizer for real-time agent management

# Overview Cont.

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## Technology & Security



Based on Microsoft's .NET technology, On-Line Call Center™ is a versatile, web-based application that features a tight security system. Built on an n-Tier architecture, On-Line Call Center™ is designed with three distinct layers that communicate together to provide a robust and scalable web accessible application.

## Reports

On-Line Call Center™ delivers drill-down style reports that offer precise information to make critical day-to-day business decisions. Use the Export Options and automatically open reports in MS Excel and Acrobat Reader PDF format to combine with other data or documents.

Agent Performance Reports

Campaign Advertising ROI Reports

Auto-Ship Projection & Retention Reports

Blended Call and Order Performance Reports

Employee Commission Tracking and Reporting

Employee Time Card Reports

Call Disposition Reporting

Customer Service Activity Reports

Payment Processing Reports

Shipment Processing Reports

## Dashboards

Empower your Sales Managers with multiple visual tools that keep the focus on Company and Client performance goals.

Keep track of your Call Center from Anywhere

Monitor multiple Campaigns at once

Focus your Sales Managers on Campaign and Agent Performance

Set Campaign and Sales Threshold Alarms to alert managers to take proactive measures

View Sales Charting Daily or Weekly, depending on preference.

## Companion Products



Integrates with your existing phone system to capture and store call data so you can view robust blended reporting with your sales and customer service data.

Track Calls in, Calls Answered, Calls Dropped and Short Calls for a complete view of Service Levels

Provides Call Reports with Talk-times and Dispositions

Campaign Performance Dashboard



Integrates with your phone system to provide screen pops displaying information about the caller and the campaign they are responding to, as the phone rings.

Agent screen pop providing DNIS, ANI and any other relevant information we can match in a database lookup

Automatically loads customer and order history (for repeat callers) or sales order entry for new callers

Automatically loads the proper sales script based on the toll-free number called by the customer

Works with 3rd party web services to deliver real-time address and demographic information about the caller

Call Control for ACD systems



Record your calls for quality assurance and training purposes with On-line Recorder. Features a retrieval system that allows you to search for calls by Employee, Campaign and Disposition for playback.

Start, Pause and Stop Call Recording

Call Recording Search, playback and download area

Files are automatically Zipped to minimize size

Archive or Delete Recordings

Automatic Start/Stop when used with On-line CTI™