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JUMPSTARTS

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Customer Relationship Management Jumpstart

8020.NL has been a Lotus Advanced Business Partner since 1998 and an IBM Business Partner since 2000. We design, develop and deploy high quality software solutions using the Lotus Domino and IBM WebSphere product sets.

Lotus. software **Tivoli.** software **WebSphere.** software **DB2.** software



New! CardScan and intelligent Address Book Connector now available



The Solution

MyCRM: The easy, flexible CRM solution organizes all your customer information in one place.

- Store complete contact information including name, company, phone numbers, address, website, e-mail address, and much more.
- Include unlimited date- and time-stamped notes for each contact to keep track of important conversations, commitments and meeting notes.
- Attach any file (price lists, memos, letters, presentations, contracts, etc.) to any contact record for instant access.
- Find anyone or any detail quickly using the Search function.
- Creates and sends personalized correspondence using Microsoft Word
- Manages your pipeline with forecasting tools and built-in reports

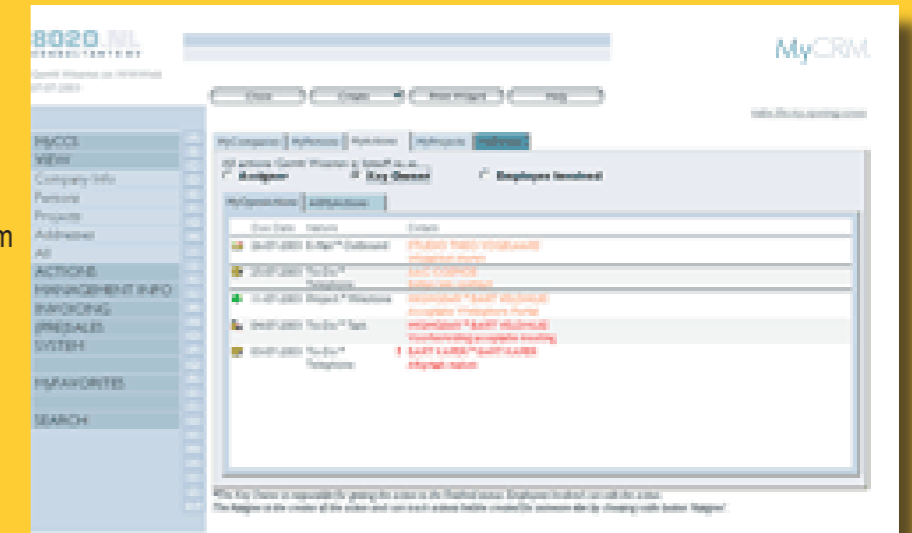
System requirements:

Lotus Notes Client or MS Internet Explorer
Lotus Domino Server

For more information on **MyCRM** feel free to contact Gerrit J. Weeren.
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MyCRM. Easy. Affordable. Adding value. As it should be.

Key Features

- Minimum of distraction from your day-to-day business: use your Notes mail client as CRM Portal
- Superb integration with Notes mail & agenda (Add to MyCRM, Open contact person info, create project etc.)
- Records company & contact information plus correspondence, meetings, tasks, calls, enquiries & orders
- Enables users to send correspondence to single/multiple contacts, mailshot groups etc
- Mail-merge functionality using MS Excel & MS Word for letters, faxes, label printing, mass-mailing etc
- Configurable to your company letterheads & logos
- Highly configurable to enable you to customize to suit your business processes/requirements
- Can be configured to your network fax solution to enable sending of faxes from the desktop
- Can synchronize contact information with Pocket PC and Palm Pilot
- Product Appetite section to record your customers interest in your products
- On-line, context sensitive, configurable help system
- Extensive Reporting Module delivers tailor-made pipeline information to your mail account

Key Benefits

- Share data across the business
- Provide single repository for company correspondence
- Modular design – features can be added as required
- Allow sales force to remotely access appropriate customer information
- Consistency of information – common design for orders, contacts etc.
- Increase customer intimacy & loyalty
- Focus your limited sales energy by customer classification

Relevant links: <http://www.8020.nl-consultants.com/crm> <http://www.8020.nl-consultants.com/CorporateCV>



General features:

- Improved accuracy, consistency and efficiency of operations with high visibility for all key processes
- Individual user-defined preferences
- Definable keywords and field labels for organisationally specific customisation

For the Sales Team:

- Contact and activity management
- Lead tracking & pipeline management
- Sales forecasting
- Account development planning

For the Marketing Team:

- Detailed company and contact profiling
- Mass mailing and mass e-mailing workflows
- Closed loop reporting of enquiry source

For the Customer Service Team:

- Complaint and Service Request tracking
- Response & task management
- Comprehensive issue reporting