

Executive Summary

About Contact Tracking

Contact Tracking is an affordable web-based marketing solution that enables companies to close the loop between marketing and sales and provide top-notch Customer Relationship Management (CRM). It provides not only web-based lead and campaign management but also powerful tools for data mining, sales forecasting and ROI measurement.

With Contact Tracking, users can pass sales leads and other key marketing information via the web in real time to all members of the sales and marketing team, including predefined channel partners, sales representatives and field sales management. Because Contact Tracking is a web-based solution, this information can be accessed 24 hours a day, 365 days a year -- from anywhere in the world. Working with Contact Tracking through an Application Service Provider (ASP) model, you can have your sales and marketing team up and running with a web-based solution in no time.

Contact Tracking Capabilities

Contact Tracking's tightly integrated closed-loop service offering helps perform a variety of functions, including:

Web-based lead management

- ☞ Distribute, track and reassign leads in real time via the web
- ☞ Manage multiple marketing campaigns
- ☞ Import telemarketing scripts into searchable fields
- ☞ Download customized mailing lists
- ☞ Develop custom fields and forms
- ☞ Import leads from web forms and web inquiries directly into your own Contact Tracking database
- ☞ Tailor access privileges to each individual user or user group

Data mining

- ☞ Perform market research analysis on key customers and prospects
- ☞ Analyze ROI from marketing campaigns
- ☞ Build and maintain a complex data mart
- ☞ Download highly targeted mailing lists
- ☞ Produce powerful call back, lead aging and forecast reports

Communication

- ☞ Establish a "Private label" website for your online marketing database
- ☞ Use the Event Tracker to publicize upcoming events
- ☞ Set e-mail notification for leads that are reassigned or require action
- ☞ Share key campaign updates on the secure online Information Center
- ☞ Quickly access personalized lead data through "My Contact Tracking"
- ☞ Host online event registration in cooperation with the Contact Tracking Service Bureau

- 📌 Store comments and additional information within the specific lead record
- 📌 Gather and analyze feedback on leads from field reps

Contact Tracking Benefits

Designed specifically with the needs of sales and marketing professionals in mind, Contact Tracking delivers powerful benefits to everyone on the company team, from field reps to marketing managers to business partners.

Web-based lead management

- 📌 Close the loop between sales and marketing functions
- 📌 Simplify lead distribution with automatic reassignment and rules-based lead management
- 📌 Expand and nurture the sales pipeline

Data mining

- 📌 Uncover unseen opportunities
- 📌 Increase accountability throughout the sales process
- 📌 Generate meaningful feedback on the effectiveness of marketing activities
- 📌 Empower managers with advanced data mining and reporting capabilities
- 📌 Target decision-makers for seminars and direct mail
- 📌 Measure and maximize ROI

Communication

- 📌 Improve communication between sales and marketing teams
- 📌 Refine marketing and sales decision support
- 📌 Strengthen relationships with key business partners
- 📌 Increase customer satisfaction and loyalty

Contact Tracking Advantages

24/7 accessibility

- 📌 No hardware or software to install or maintain
- 📌 Universal web access means data is available to users anytime, anywhere

Powerful simplicity

- 📌 Easy to use, intuitive browser-based interface
- 📌 No MIS involvement necessary
- 📌 Rapid deployment
- 📌 Data is safe and secure

Generous flexibility

- 📌 Responsive to your campaign needs, including custom forms and fields
- 📌 Scalability allows you to add new users quickly and easily
- 📌 Personalized access privileges deliver the right data to the right people
- 📌 Designed for easy import of telemarketing scripts and leads captured online
- 📌 Works in concert with other popular applications

ASP affordability

- ☞ No software or hardware investment
- ☞ Requires no costly IT expenditures or consultants
- ☞ Per-user fee structure means you pay only for what you need
- ☞ Easy to use application requires little or no training