



easy to use, easy to implement, easy to cost justify

Defect Tracking

Information entered into the system by Quality Assurance, Engineering or Development can be easily referenced by Customer Support, Sales and other ESP users. Customers will benefit from quick answers to inquiries regarding specific fixes, estimated timeframes and new solutions.

- Shared information to common problems
- Manage resources to fix issues
- Pro-active fix alerts to ESP user base

Strategic Account Management

Knowing your customers is critical to maintaining loyalty and increasing sales revenue. The Executive Account Management module enables designated users, such as a Chief Customer Officer, to monitor all activity for one specific customer or for entire groups of companies.

- Product and service sales history
- Agreement renewal prompts
- Customer support history
- Product enhancement request history

Finance & Reporting

Accounting

Open integration to back-office accounts package. Data can be exchanged using Data Export Manager and various financial reports.

Reporting

The system's Ad-Hoc Query and List Call tools provide quick and easy methods to query the database for a specific filtered list of companies, callers, incidents or activities.

Internal Support

Flexibility

With a generic, modular design and a single, relational database, ESP can be quickly modified to exactly meet a user's requirements

- Create new fields
- Create new forms
- Apply rules
- Report on custom fields

Product Management

Research & Development can utilise enhancement request information to help define the future direction of products and services.

Project Management

Time and material services, project deliverables and more are tracked and managed

- Track and bill "time and materials" activity
- Define and monitor project "deliverables"

Add value to those areas that most impact your bottom line - products, services, internal processes and external relations.



Eliminate barriers that traditionally hinder CRM initiatives, such as complex system integration issues, lengthy implementation schedules and diverse product offerings.

Campaign & Marketing

Future marketing campaigns can be defined and developed with assistance from ESP information.

- Set alerts on Caller and Company
- Create marketing assignments for personnel
- Print target address labels
- Send bulk letters or bulk emails

Sales Automation

Lead generation

- Track target/lead contact activities
- Schedule follow-up actions for self or others

Order fulfillment

Interface/integrate with your manufacturing, distribution, and/or accounting processes/systems to help ensure timely and accurate data transfer.

Customer Support & Call Centre

Three components ALL supported by the underlying incident Knowledge Base. Progress is constantly updated.

Call Centre

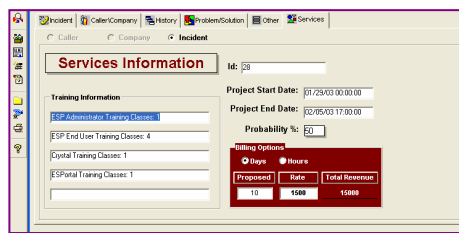
Immediately determine customer service level agreement and qualify problem. Search for existing fixes in knowledgebase.

Application Services

Qualify if fix request is an enhancement. Provides estimated time & resource for request.

Certification

Apply quality assurance processes to all application changes.





CRM Service & Support from the World Wide Web - (24x7)

Web Services ESPortal™

CustomerSoft's new, powerful, fully integrated internet application, enables remote employees and your customers to take advantage of key ESP features and functionality using only a browser.

Fully Customisable

The ESPortal interface is customisable to meet your business processes and can be personalised for individual users.

Seamless Integration

ESPortal is a fast, robust, totally Microsoft-based solution that can integrate seamlessly with Microsoft servers, databases and existing web sites.

Continuous Support

With ESPortal, a "virtual support center" is created, open 24x7, allowing your customers to access your knowledgebase and create or modify support tickets, product orders, or information requests at any time.

Single Database

ESPortal is highly scalable and integrates easily with ESP; therefore, only one database needs to be maintained.

Reduce Cost

Web-based customer self-help offers huge cost-savings. Now, your company can easily and cost-effectively maintain a support presence on the Internet. Customers are empowered to find solutions without the assistance of a support agent, and support is available for your

customers 24 hours a day, 7 days a week. ESPortal helps your customers help themselves, while freeing up your support agents to handle more complex calls.

Remote Capability

Remote or travelling employees can create, view or modify customer profile and transaction information, as well as obtain an updated list of all their new assignments.

Tailored Entry Point

You can integrate ESPortal in to an existing web site or create an entry page with additional links and information.

Standard Integration

Designed as an industry standard, ESPortal allows integration with existing products and a reduced learning curve for the user.

User Security

ESPortal provides heightened security features, including multiple authentication tools. All users are authenticated via user name and password, license validation and mode access.

Single Application

You can also customise ESPortal to define fields for profiles and transaction lists. Settings you have defined within ESP are automatically applied to ESPortal to provide user continuity.



About CustomerSoft

Premier's Enterprise CRM Solution

CustomerSoft provides mid-tier companies and large divisions of Fortune 500 companies with enterprise CRM solutions.

Our products are unique in providing a 360 degree view of each customer using a single application. We combine multiple touch points from across the organization to give you one customer record with tailored views for each department.

By providing each functional area with the tools and functionality they require to effectively manage customers, and by applying fast, easy assessment and implementation processes; CustomerSoft offers a robust enterprise CRM solution at the lowest Total Cost of Ownership available within the industry.

About Enhance

Tailored Services For Every Business

Enhance is an independent, professional services company, based in the UK, offering a wide range of web services to small and mid-sized companies, helping them realise their selling potential via the web.

Our policy is one of customer intimacy. We recognise every company is unique. Hence, our services are specifically tailored to meet a company's business needs.

We take the time to understand a business so they can better understand their customers.

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The web compliment to ESP

