



insights for the life of your business™

MAS 90 MAS 200

Client/Server
Client/Server for SQL Server

MAS 500

SalesLogix CRM Solutions:

- SALES
- MARKETING
- SUPPORT
- WEB

SalesLogix Support is a component of the integrated SalesLogix customer relationship management (CRM) suite, which also includes Sales, Marketing, and Web solutions.

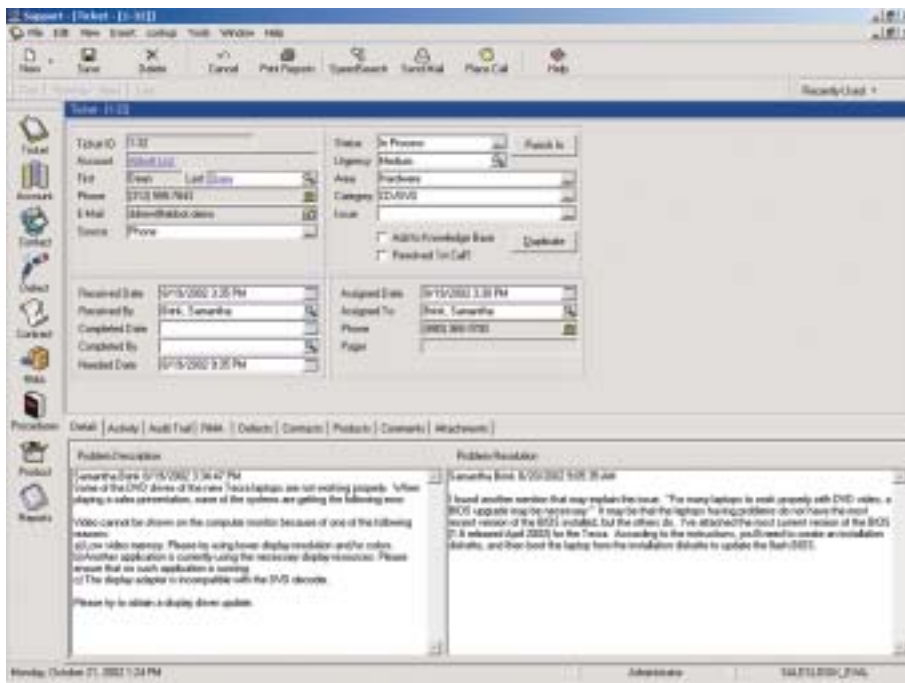
FEATURES

SalesLogix Support provides powerful capabilities for tracking, managing, and resolving customer support issues.

- Account and Contact Management
- Ticket Management
- Defect Tracking
- Contract Management
- Return Material Authorizations (RMA)
- Standard Problems and Resolutions
- Procedures
- Knowledge Base / SpeedSearch
- Product Tracking
- Metrics / Reporting
- Notification / Workflow
- WebTicket
- Web KnowledgeBase
- Integration to SalesLogix Sales



SALESLOGIX SUPPORT



SalesLogix Support provides easy access to all the information and resources your support reps need to quickly resolve issues.

Sales and Marketing deliver customers to your business, but your Customer Support department keeps them with you for the long haul. With the costs of acquiring new customers 5-10 times higher than retaining existing customers, support solutions designed to help foster lasting relationships with your customers have a tremendous impact on the bottom line.

To deliver beyond your customers' expectations and exceed your support department's performance goals, service professionals must be able to resolve issues quickly and effectively. SalesLogix Support provides the advanced issue tracking and resolution tools as well as access to relevant customer data – including products purchased, ticket and defect history, and maintenance contract status – needed to maximize the effectiveness of each interaction with your customers.

SalesLogix Support also provides powerful self-service support solutions via the Internet, reducing transaction costs and allowing your customers around the world to get the support they need, how and when they need it.



PRODUCT BENEFITS

- Maximize effectiveness of support center interactions
- Reduce per-transaction costs
- Deliver effective self-service solutions
- Gather and retain critical intelligence
- Build and enhance customer relationships
- Capitalize on new selling opportunities
- Extend access to support resources globally
- Personalize the support experience

SalesLogix Support

Streamline Support Center Activities

SalesLogix Support provides advanced issue tracking and resolution tools, enabling you to exceed customer expectations and internal performance goals. Manage call and defect tracking, service contract renewals, and return material authorizations (RMAs). SalesLogix also provides escalation alerts via phone, e-mail, or pager, based on business rules you define.

Keep Critical Knowledge at Your Fingertips

The powerful SpeedSearch knowledge base in SalesLogix helps support professionals quickly locate resolutions to customer issues. Support reps can efficiently search resources such as prior call tickets, standard problems and resolutions, and stored procedures, or access reference materials such as manuals, FAQs, and white papers.

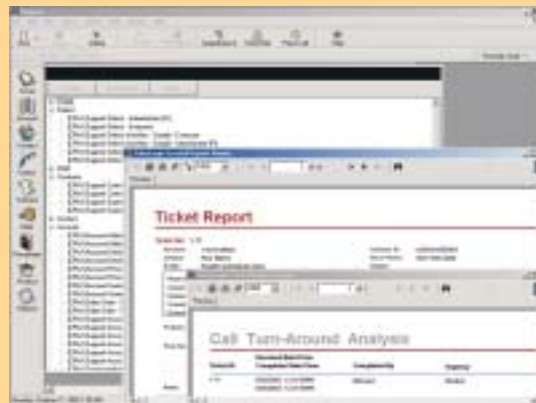
Help Customers Help Themselves

Reduce costs by empowering customers to find the answers they need – online at their convenience. The Web KnowledgeBase in SalesLogix puts the same intelligence used by your support team on your Web site, along with a powerful search engine that simplifies the self-service experience. With WebTicket, customers and employees around the world can also create and track support tickets online, anytime.

Share Information with Sales and Marketing

A record of every support interaction is stored within each customer's account history in SalesLogix, so employees from Sales and Marketing to Accounting and Finance can share a complete view of all account activity.

Whether you're a software company that meticulously tracks bugs and feature requests, or an appliance manufacturer concerned with efficiently managing RMAs, your support team will have the resources it needs to quickly resolve issues and build lasting and profitable customer relationships.



Analyze the effectiveness of support center activities and report on key metrics such as call response times and defect history.

With SalesLogix WebTicket, employees and customers can create and track support issues online, anytime.



Features

Account and Contact Management

- Access detailed information about the customers your department supports
- View ticket assignments, priority weightings, and notification requests
- Link attachments and comments to records for historical reference

Ticket Management

- Record the status, urgency, and nature of the issue, and track time-to-resolution
- Store and review comments, attachments, and an activity history
- Solve issues, then archive resolutions in the knowledge base for future reference

Defect Tracking

- Access and update information about pending issues
- View associated tickets, RMAs and product information
- Store and reference activities performed in defect resolution

Contract Management

- Maintain and access support or maintenance contract information
- Manage multiple contract types – per incident, time period or dollar amount
- Track time spent by support representatives solving customer issues

Return Material Authorizations (RMA)

- Ensure returns are processed efficiently and accurately
- Record defects, shipping instructions, serial numbers and comments
- Specify shipping and replacement product information

Standard Problems and Resolutions

- Access solutions to frequently recurring issues quickly and efficiently
- Automatically populate the resolution after performing a lookup

Procedures

- Document common processes used in solving customer problems
- Assign an ID number, title, subject and confidence level for each procedure

Knowledge Base / SpeedSearch

- Search multiple problem resolution resources intelligently
- Access 'raw' knowledge, such as previous tickets and defect reports
- Utilize 'engineered' knowledge, such as Standard Resolutions or stored Procedures

Product Tracking

- Associate products with accounts, tickets, defects, contracts or RMAs
- View information on product codes, names, manufacturers and pricing

Integration – SalesLogix Sales

- Arm sales reps with history of their customers' service and support issues
- View the status, urgency, issue, ticket ID and dates for open and closed tickets

Reports

- Access out-of-the-box Crystal Reports or create custom reports
- View defect analysis, escalation history, average call response time and more
- Apply knowledge to improve planning, training, scheduling and budgeting

Notification / Workflow

- Scan for overdue tickets and generate automatic e-mail alerts
- Specify notification path, urgency, priority and expected turnaround time

WebTicket

- Enable employees to add new tickets or update existing tickets online
- Empower customers to add, view or update tickets via a self-service portal

Web KnowledgeBase

- Empower customers to locate support solutions via the Web, 24x7x365
- Provide search capability of the same knowledge base that customer service reps use



"SalesLogix Support empowers our support reps to resolve customer issues quickly and accurately, which has a positive impact on customer loyalty."

*Dave Stuttard
Vice President of
Application Solutions
Avnet*

www.bestsoftware.com



SalesLogix SUPPORT

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