

Optimise your CRM investment and improve Customer Experience

Recent studies have shown that many organizations do not take full advantage of their CRM investment and miss the opportunity to build a 360 view of their customers.

Create a distinct advantage over your competitors

In many cases the CRM system becomes a repository for all sorts of customer information, but rarely is this used to assist the organization in key business decisions.

Clicktools are the experts in CRM integration and can update customer information anywhere in your CRM which means you can respond to customers demands and opinions immediately. That's quite something and certainly a massive advantage over the competition.



Work with experts

Clicktools is closely aligned with the industry's top providers of on demand CRM software, like Oracle, Salesforce and Sugar. Priding ourselves on such strong alliances, Clicktools continues to invest in research and development, adding greater functionality to the excellent Clicktools platform.

Synchronize to match the way you work

Depending on the use, you may want to combine information with your CRM in different ways. For instance, you may want to review the success of the campaign and then decide on follow-up actions. Clicktools multi-mode synchronization means you can analyze information in your CRM at exactly the point you need.

Multi-user, multi-language

Clicktools provides a powerful model that controls who can see what content and who can view, deploy and define content. A user can choose between 7 languages for content and set their own time zone.

Business rule synchronization

Clicktools business rules provides immediate notification and correction of service failures, giving you real time access to customer feedback.

Response to customer information and complaints can be managed in real time when you build business rules, incorporate alerts and match workflow with your CRM system.

Full error tracking and recovery

The transfer of information may, for various reasons at various times, fail. The simple interface of the **Clicktools Control Panel** allows you to assess campaigns for successful syncs vs failures.

Advanced reporting

Clicktools advanced reporting can be used to identify root causes to improve operational processes. It also provides full reporting, tracking and recovery and detailed analytics of all campaigns, giving a true insight of success and responses.

For a FREE demo contact the Clicktools team:

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Clicktools – AppExchange Customer Choice Winner in 2008/9

