

SAGE SALESLOGIX CRM NEWSLETTER

A Dashing Display with Visual Analyzer

One of the most exciting additions to Sage SalesLogix is the new Visual Analyzer. It leverages the concept of dashboard-style reporting that converts vast amounts of data into charts, graphs, and pivot tables that are easy to interpret at a glance. If your only experience with a dashboard is the one in your car, then read on to learn more about this fantastic new business intelligence reporting tool for your Sage SalesLogix system.

Keep Your Eyes on the Dashboard

One glance at the dashboard in your car tells you everything you need to know about your fuel, speed, oil temperature, and other vital systems to ensure your car is running smoothly. The same can be said about a reporting dashboard that provides a visual snapshot of critical business activity. Visual Analyzer gathers real-time information and presents it in a format that's simple to interpret at a glance. Whether you're monitoring leads, opportunities, close rates, or your pipeline, you'll have the insight needed to make quick decisions and take decisive action.

Managing By Exception

Dashboard-style reporting, like Visual Analyzer, supports what's often referred to as "Managing by Exception" where the objective is to reduce the **quantity** of detail contained in traditional printed reports and focus attention only on the things that require immediate action. With Visual Analyzer, you can color-code the gauges on your dashboard based on pre-defined thresholds. Just like the Red light in your car that indicates your engine is running hot, the glaring chart or gauge on your Visual Analyzer dashboard might indicate that opportunities are stalled or sales are dropping off. Visual Analyzer makes it easy to track and monitor organizational, departmental, and individual performance against pre-defined goals and objectives.

Using SalesLogix Visual Analyzer

SalesLogix Visual Analyzer provides 10 pre-built dashboards that are available for sales, marketing, management, customer service personnel, and executives. Of course, full security features ensure that users only see what their security profile allows based on their login. One of the most important aspects of Visual Analyzer (and Business Intelligence tools in general) is that it enables non-technical users to generate meaningful charts and graphs without having to wait for days, or even weeks, while the IT department pulls the data together in a report. Plus, you can easily personalize your dashboard to display only the information that's most important to your role within the company.



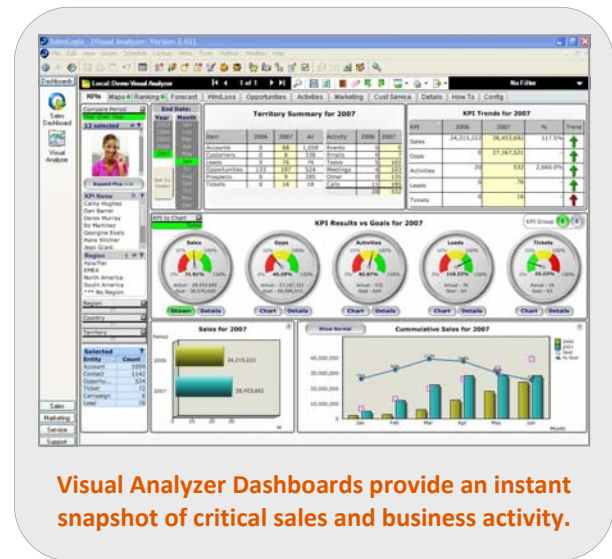
For more detail, download the [SalesLogix Visual Analyzer Datasheet](#) or contact us directly to discuss how Visual analyzer can help you gain better insight into your business.

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Your Ticket to Great Customer Service

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Visual Analyzer Dashboards provide an instant snapshot of critical sales and business activity.



YOUR TICKET TO GREAT CUSTOMER SERVICE

Sales and marketing bring new customers to your business, but it's your Customer Service department that keep them with you for the long haul. Perhaps now more than ever, it's important to build and retain a solid base of loyal customers because *new* business is just so difficult to come by in this economy. Your sales and marketing teams have a fantastic set of tools in Sage SalesLogix to help them accomplish their goals effectively. But have you considered extending Sage SalesLogix to your Customer Service and Support teams? If not, then read on and discover why Sage SalesLogix is your TICKET to great customer service.

What's in Your Toolbox?

Ask yourself this question ... what tools do your service and support departments rely on to take care of your customers **AFTER** the initial sale? If your answer includes a loose collection of spreadsheets and stacks of hand-written follow up reminders, then the SalesLogix Customer Service component might be for you.

Whether you sell products that require technical support or provide services that continue well beyond the initial sale, SalesLogix Customer Service provides you with tools to manage resources, resolve issues, track customer requests, provide high quality service, and build long-lasting relationships.

Now That's the Ticket

Saleslogix Customer Service is built around the concept of service "tickets" that contain detailed information about a specific customer support request, contact information, resolution status, urgency of the issue, resources assigned, and service contract details.

It's useful to think of a ticket as similar to a patient's hospital chart. Both serve the purpose of defining a problem and coordinating the effort of several people and/or resources that will work to resolve an issue at various times and stages. It's like a To-Do List on steroids that helps you manage longer-term

issues requiring more than a quick chat to resolve. From within a ticket, employees can schedule phone calls, meetings, to-dos, review support history, send and track email to customers, coordinate resources, and much more.

Better Information = Better Service

All service & support activities are captured in SalesLogix so you can accumulate a knowledgebase of common issues and resolutions. Your service reps can then use the powerful search engine to review prior tickets, procedures, FAQ's, and reference material to quickly resolve customer issues. Plus, the reporting capabilities help Managers analyze customer service metrics, support trends, unresolved issues, and overall team effectiveness in delivering a fantastic customer experience.

A Few Nice Features

Web-based Customer Portal - empower your customers to find what they need online at their convenience with the ability to add or edit tickets, submit comments and attachments, and review the status of their request.

All In One - as a component of SalesLogix, your customer service and support data is combined with sales and marketing information to provide a complete 360-degree view of your entire customer lifecycle.

Configurable Workflow - SalesLogix Customer Service molds to your processes by allowing you to configure workflow, escalation conditions, and notification routing.



[Contact Us](#) to learn more about using Sage SalesLogix Customer Service or to request a copy of the overview brochure.

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