

EMEA
INNOVATION
AWARDS
2011 WINNER



Powered by QUALTEH

crm[®]

**Best mobile business
solution for Sales Team
Management and
Customer Relationship
Management**

**IQcrm helps you
increase your sales
and better know
your clients' needs.**



Using IQcrm you can manage your leads, opportunities, accounts, contacts, activities, documents, notes, expenses and reports.



Turns opportunities into business!
www.iqtehd.com

YOUR MOBILE OFFICE

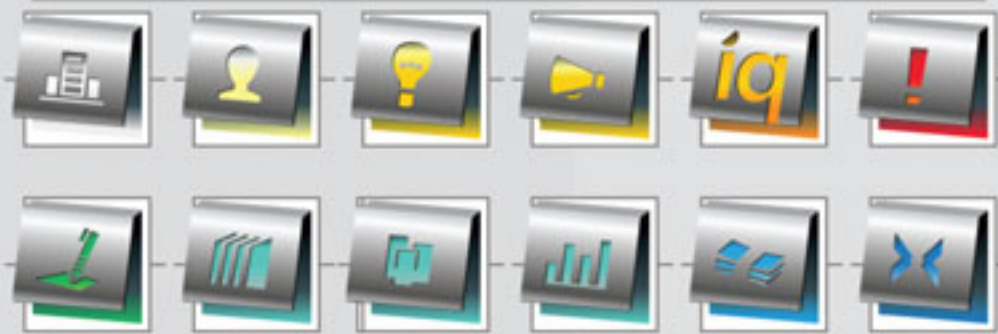
The major advantage is that IQcrm looks the same on terminal units like BlackBerry, Android and iPhone as well as on tablets and computers.

INTELLIGENT (IQ) SOLUTION



The IQ option makes the managing of a new business opportunity a very simple task. The IQ menu allows a speedy account setting (new account, contact and opportunity) without accessing other menus.

THE SIXTH SENSE



Its highly intuitive interface, user-friendly design and optimal architecture make IQcrm the sixth sense you need for any successful business. Within a span of three clicks you can reach any function without any additional resource to teach you how to use the application.

EASY BUDGET

Frequently you need a budget assessment in order to successfully complete a business (e.g. protocol, marketing and advertising budgets). IQcrm makes this process easy and reliable - you can be certain that your requests are reaching the people approving the costs.

DOCUMENTS ON THE MOVE

Through the DOCUMENTS facility it's very easy for each IQcrm user to have access from anywhere to presentation materials (folders, brochures, data sheets and product presentation), commercial terms, contract drafts, client offers etc. All this is at hand when the user visits the customer.

ONLINE SUPPORT

The support facility of IQcrm brings the user an important advantage in that it is in contact with the launched support requirements of clients from portfolio.

COMPLETELY CLOUD

By taking full advantage of cloud computing IQcrm offers a complete application without any investments in infrastructure, software and equipment. With IQcrm, you only pay for what you need!

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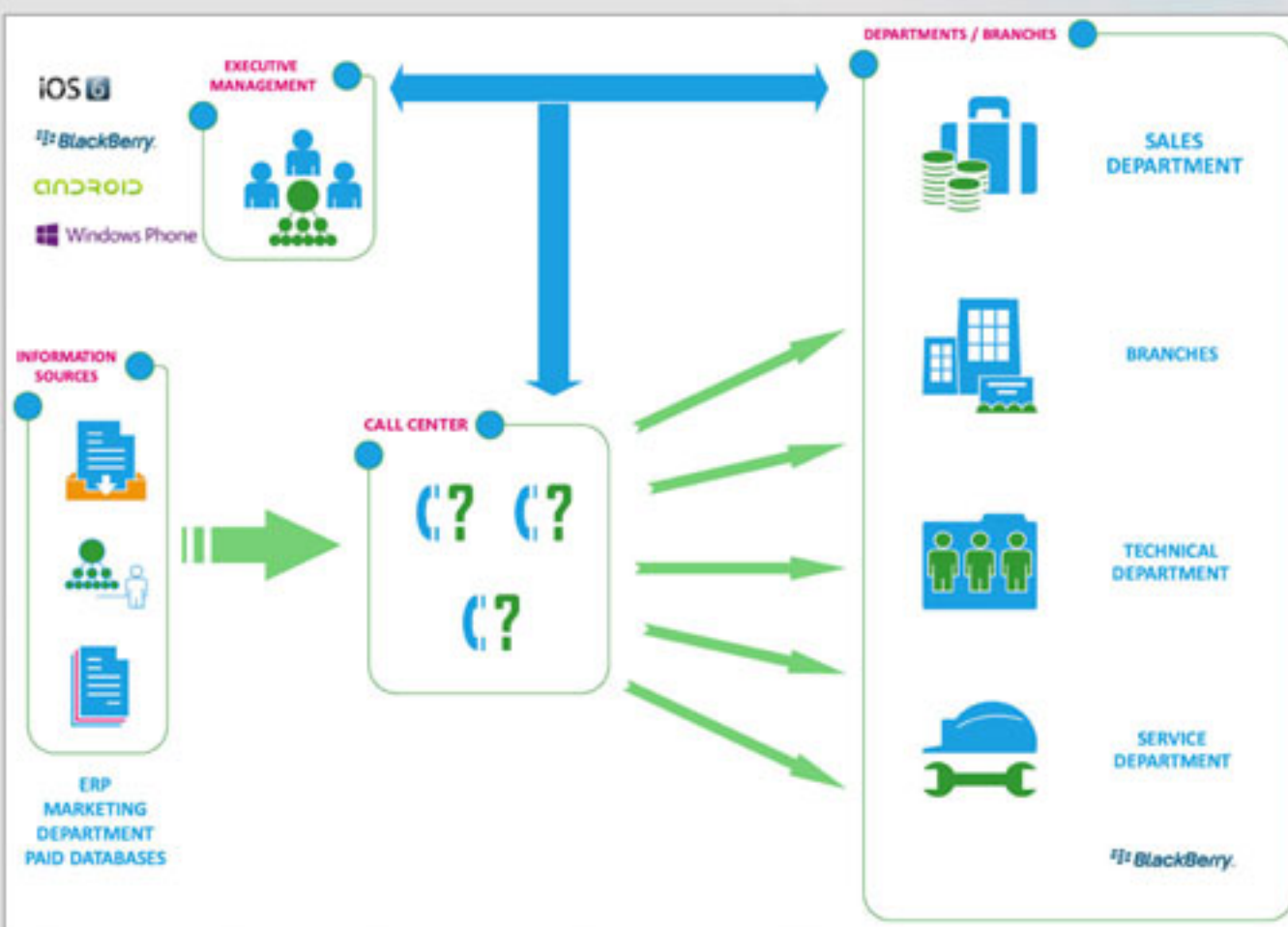


iqcrm website

CALL CENTER CRM

Call Center CRM The proposed solution is a turnkey client-server solution, configured for customer processes. It is the ideal solution for management and automation of sales, important tools in the management of the company and best business decisions taken in a short time.

The solution is built on a **client-server architecture**, concept that involves unified management of information. The influence of information entered into the system at a point (from any desktop computer, laptop or smartphone) will be visible in all modules of the solution according to the access hierarchy.



The solution is constructed **multi-module** and **multi-user** with access levels on modules:

1. Information Input Module;
2. Call Center Module;
3. Sales Desktop Module;
4. Sales Smartphone Module;
5. Desktop Reporting Module;
6. Smartphone Reporting Module;
7. Administration Module.

Users have access to modules depending on the type of user privileges they are associated to:

- administrator (full access to modules);
- manager (access to all modules, except Administration);
- input (access to Information Input Module only);
- call center (access to Call Center Module only);
- sales (access to Sales Desktop Module and Sales Smartphone Module only).

1. INFORMATION INPUT MODULE

This module is a web-based application that ensures greater ease of use, accessibility from anywhere, on any laptop/ desktop/ tablet with:

- the possibility of entering new information (leads and opportunities) from different systems and sources (xls files, forms from the company's or the manufacturer's website, ERP tables through ERP connector);
- opening projects (campaigns) and defining qualification text forms with pre-defined answers or responses (in which case the information will be entered by the operator) for each of them;
- assignation of all-sized lead and opportunities introduced to a specific project, with the opportunity to qualify and validate them according to the project they belong to, with the help of the Call Center staff;
- assignment of new information to Call Center users, to be verified by phone and/or all other methods;
- input data conversion from different sources into the standard format of the application that can be treated uniformly throughout the application till sending them to the ERP by the connector.

2. CALL CENTER MODULE

This module is a web-based application, easy to use and accessible from anywhere, on any laptop / desktop / tablet for the operator to be able to work in the best conditions:

- provides access to all leads and opportunities assigned with direct visibility of completed and uncompleted tasks, so being able to track progress on the current day;
- for every lead and opportunity, the user is "led" by the module straight through the steps that must be taken during the communication with the client: questions with predefined answers in the project to qualify information in accordance with company requirements and send forward only qualified and fresh information to colleagues from other departments who will deal directly the customer requirement;
- provides the ability to mark additional information directly into the system to alert colleagues in other departments on specific customer requirements or customer information gathered from telephone conversation;
- enables automatic transmission of classified information to colleagues in other departments;
- ensures availability of qualified and unqualified information in reports to managers.

3. SALES DESKTOP MODULE

Desktop Sales Module is a web-based application, which provides greater ease of use and accessibility from anywhere and on any laptop / desktop / tablet, so that the user:

- has easy access to information about opportunities, customers, contacts, calendar and alarm for dues after the prior verification and validation of data by the Call Center users, so just opportunities or specific requests from the client manage to get here; the user must only comply with the request and send response to the client or to call, as appropriate;
- can manage all information about opportunities and/ or customers directly from the module, can set new conditions and introduce new data.
The user will be "led" through application to meet customer requirements in time. With the Smartphone Module, this module will not let any demand or opportunity unanswered and no missed phone call without calling back and classify the call.

This module accessible from anywhere will keep the user updated with all assigned tasks and afferent deadlines. On the other hand, it will keep the manager updated with the user activities and with answers and offers that arrived or not at the client.

This module will be used both by sales staff and technical staff that work directly with and provide solutions to the client.

4. SALES SMARTPHONE MODULE

The sales module developed for smartphones (on BlackBerry, iOS, Android or Windows Phone platform) is a native application that provides greater ease of use, perfect integration with operating systems and easy access to information. Smartphone app will be found in the main terminal interface as an "icon".

This application is a module that starts with the phone and stays resident in memory to perform the following tasks:

- records all phone calls (received, performed and missed);
- draws attention to the possibility of missed calls redial and call classification;
- draws attention to the user tasks;
- informs user about new data/ tasks received from the server.

The user can manage all information about opportunities or customers directly from the smartphone, can set new states and introduce new data.



This module that runs directly on the user's smartphone and that is in constant contact with the server will keep the mobile user updated with all tasks and deadlines and the manager informed about the mobile user activity and the answer/ offers and reached the client in time or not.

This module will be used both by salespersons and technicians that work directly with and provide solutions to the client

5. DESKTOP REPORTING MODULE

The desktop reporting module is a web based application that provides greater ease of use and is accessible from anywhere and on any laptop/ desktop/ tablet, with:

- selection of reports according to department, the call center activity being managed by the company or directly by each regional center;
- access to key information that differentiate client and prospective client needs, thus ensuring their surveillance, information and bidding;
- various promotional campaigns tracking;
- accurate and real-time analysis of the success of each campaign and the feedback received from customers and the employees response time to a client request;
- calendar, reminder, alarm facilities to manage in the best way the following:
 - Recurrent campaigns with seasonal, monthly, annual recurrence;
 - Contacting clients or prospective clients once established;
 - Organizing various promotional activities according to the chosen period of time;
- history of each action taken during every system process, to identify the following:
 - success rate of the sources that provided the initial information for the campaign: marketing department, companies lists, own website, other

partner websites;

- the way each new opportunity is managed by the department to which it was assigned. In this way it will be possible to evaluate involvement, adaptation and efficiency of each department;

- clear information about the industry fields, organizational form and regional presence, product ranges and brands, forecasted acquisitions for all the prospected companies through solutions provided on IQteH platform.

6. SMARTPHONE REPORTING MODULE

The reporting module on smartphones is a native application running on the major mobile platforms (BlackBerry, iOS, Android, Windows Mobile) and integrates perfectly with the smartphone platform and operating system (dedicated "icon") with:

- feature of tracking mobile phone calls missed by the staff and the volume of calls made, received, missed for every user/ department/ area/ whole company;
- graphic reports (with data on percent, success-failure ratio, regional impact) in real time on the success of each campaign;
- the capacity to involve and solve the various opportunities passed to departments will be monitored as thematic reports directly to the mobile device by executive management;
- sending messages to various departments within the company with additional details about the progress of each promotional campaign.

7. ADMINISTRATION MODULE

This module helps managing and configuring the entire solution:

- management of various types of user and their access to modules;
- user management, type, user name and password setting;
- smartphones enrollment and user assignment for each;
- variables setting for configuring the solution;
- access to solution logs for detailed server running verification;
- setting and adjustment of nomenclatures used in the solution;
- the cancellation of one user rights to use the solution;
- the verification of the solution users activities;
- ERP connector settings;
- imports and exports of data for database administration;
- branches/ areas management;
- leads status set (e.g.: contacted, open, qualified, unqualified);
- opportunities status set (e.g.: new, communication, discovery of needs, solution search, solution proposal, negotiation, gain/ lost order);
- setting the rating of the leads and opportunities (e.g.: hot, warm, cold).