

# Fenestra Connect CRM

## Hosted Customer Relationship Management Software

Connects all your prospects  
with sales and marketing staff  
wherever they are

HOSTED CRM

*Does your company*

- *Have lists of valuable customers but no system to manage them?*
- *Want to automate sales activities and marketing campaigns?*
- *Target and track the contacts in a unified marketing campaign?*
- *Have no spare IT infrastructure/staff to install new application on every PC?*
- *Need the opportunity to tailor a CRM to your own requirements backed up by responsive UK-based support and consultancy staff?*

Look no more! Fenestra Connect provides solution to all these issues. All you need is a computer, web access and a Connect CRM subscription. As it is a hosted solution and accessed via the web your company does not need to invest in complicated IT infrastructure, extra IT staff or maintenance. The system can be deployed in a matter of days, not months, and can be customised easily without any programming knowledge.

Fenestra Connect CRM offers a hosted solution which can be deployed within weeks. However, clients may decide to host data on their own site.

What's more Connect CRM can be easily integrated with the Fenestra helpdesk system for ongoing Customer Services / Support solutions.

## **Connect CRM Main Features:**

- Access on the move
- Contact Information Management
- Planning for activities and tasks
- Easy to adapt and customise
- Campaign management and tracking
- Connector Module for helpdesk integration

### **1. Access on the move**

Connect CRM is designed to meet the needs of a modern organisation which needs to be very flexible and whose staff are often based in different parts of the world. Connect CRM is web based so it can be accessed from everywhere (client's office, home, airport), which means that your staff always work on a live data.

### **2. Contact Information Management**

Connect CRM allows you to record, track and analyse customer interactions. It provides a consistent way of capturing enquiry details in order to develop personalised communication with prospects and build a satisfying relationship.

- All contact details can be accessed in one place
- Leads can be qualified
- History of Interactions with past communications, marketing activity and campaigns
- You can create tasks to generate future interactions
- Comprehensive ways to categorise all contacts
- Share live customer and sales information with other members of your team

### **3. Tasks**

You can assign future tasks for each contact or for a target group of contacts. Task lists can be viewed, organised and searched. Completed tasks are automatically transferred to contact's interactions history .

### **4. Adapt and Customise**

Connect CRM can be easily adapted to individual needs, what's more, no programming skills are required. The Fenestra Common Administrator Module lets you:

- add , edit and delete fields to information specific to your market
- change the field titles
- customise screen layout
- edit users' profile and access rights

Customisation is done in real time so the users can see the changes within minutes.

If you don't like the new design it is possible to return to previous layout and start again. Training, support and consultation are available if you don't want to do this on your own.

### **5. Campaign Management**

Connect CRM gives you a tool to identify every contact's needs and specifications. This intelligence can be used to focus marketing campaigns or to provide special promotions.

Contacts can be assigned into target groups for which focused campaigns are created. Campaigns and campaign activities can be scheduled, tracked and analysed, which gives you better optimisation of the campaigns for their effectiveness and lead generation.

An integrated mail-merge function allows you to merge Microsoft Word documents with target-customer lists. A record is automatically created in the customer account, attaching the campaign activity title to the account for later viewing by sales and marketing staff.

## 6. Fenestra Connect Integrator

CRM Connect can be easily integrated with Answerdesk via a Connect Integrator. Contacts can be transferred and shared between Sales/Marketing and Customer Services/Support staff allowing your company to have a complete, centralised view of a customer lifecycle. Contact data can also be exported to Excel for import into 3<sup>rd</sup> party systems.



**Licence:** £30 per person /month

### **Support:**

	10 incident pack	30 incident pack	50 incident pack
Standard (1 product)	£1,000	£1,750	£3,000
Premium	£2,000	£3,000	£5,000
Standard (2 products)	£1,500	£2,500	£4,000
Premium 2	£3,000	£5,000	£7,000

3 month free Standard e-mail support is offered to new clients.

Standard support - 10 business hours response time

Premium support - 4 business hours response time

## **Training:**

Fenestra Connect offer a variety of training classes to meet the unique requirements of our customers. Tutorials are free to Connect CRM subscribers, conducted over the Web, and provide functional training on how to use and administer the service.

We offer informative and customised private training services tailored to unique requirement of every business. The training courses are designed to meet the needs of both sales / marketing staff and management. Courses can be delivered at our premises or on-site and usually take 1-2 days.

## **Quick Start**

Quick Start Implementations are designed for customers who require to jump start without a hassle of Administrator training and customising the system themselves. Connect CRM can be customised, implemented and ready to use within days, not months.

## **Consultancy**

### **Bespoke Implementation Services**

We can offer bespoke implementation services to customers with large number of users and more complex requirements. A Connect CRM consultant will work with you to scope and design your bespoke project. A bespoke implementation is required for 3<sup>rd</sup> party integration projects (accountancy packages), extensive customisations, or other in-depth work.

## **System Requirements**

Browser Internet Explorer 6.0.

Operating System : Windows 98, 2000, XP

## **Benefits**

- Easy to Deploy
- Fast Implementation (days, not years)
- No extra IT infrastructure and staff
- No upgrade costs
- Live Data available to all staff on the move
- Access from any Internet system
- All Contact Information Centralised

## Glossary

This section will include some industry specific phrases from the above story (answerdesk, hosted, etc). The words will be highlighted on the web page so that they can be expanded to give the explanations below.

### *Answerdesk:*

AnswerDesk is Fenestra's Windows and web based helpdesk software that offers automated support solutions for IT management, customer care and call centres. Our innovative approach increases the ability of every company to respond fast and accurately to customer needs.

Main helpdesk features:

- Comprehensive case tracking.
- Extensive management and customer reporting.
- Problem prioritisation, escalation and alerts.
- Quick search to find active cases and actions.
- Multi-user access to individual cases.

**Hosted:** The data is at our Kingston data centre.

**On the move:** staff can be located anywhere in the world and connect via broadband (or dial-up or G3 phone) and Internet Explorer.