



# Caspian

## Building Customer Relationships



CLIENT/SERVER & eBUSINESS SOFTWARE SOLUTIONS

If you would like more detailed information about Caspian CRM products and services, or would like an on-line or personal demonstration, please contact us on [info@caspiansoftware.com](mailto:info@caspiansoftware.com) or just call us on +44(0) 8705 88 77 00



Take the Worry Out of Your Future  
**SOFTWARE FROM CASPIAN**  
 for todays business

Caspian Front Office: Sales ♦ Marketing ♦ Services

**Communications**

Imagine a situation that when a customer, prospect or partner calls you, you can immediately understand what they are talking about, answer their query and assist them.

Even if your colleague, who has been handling this contact from day one, is out of the office, you are able to satisfy the customer expectations. Why?

Because Caspian Front Office enables you to record every single communication transaction between yourselves and the rest of the world!

**Email Management**

Now imagine that the majority of your communications are via email. So every day you receive around 30 emails. How are you going to manage these? What will happen if you have to forward some of them to a different department? How will you know what is happening with who?

Don't panic! You have Caspian. Caspian email management automatically transfers emails from your Exchange and Outlook into Caspian creating a permanent record that can be followed up by any of your colleagues.

**Group Diary & Workflow management**

So, how do you know where your colleagues are today? On holiday, off sick, out seeing customers, or just overloaded with work? And what about your Manager? He wants you to book appointments and outstanding jobs for him, so it would be good to know his commitments.



Caspian Diary and work scheduling enables you to see anybodies appointments, jobs or planned activities.

**Personalised mailings and emails**

Because you use Caspian, you can send anyone a personalised letter, fax or email and have a permanent record of the information and track its progress.

- ✓ Creation and management of every type of communication transactions
- ✓ Integrated bi-directional e-mail management
- ✓ Extensive prospect and customer profiling
- ✓ Integrated with Microsoft Back and Office Suite technologies
- ✓ Document management, Knowledge management
- ✓ Scheduling and Work flow management
- ✓ Group diaries and conflict management
- ✓ Audit trails and change histories
- ✓ Extensive securities including internally competitive information

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Detailed & Sophisticated Forecasting  
**SOFTWARE FROM CASPIAN**  
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## Caspian Sales: sales cycles, projects, forecasting, reporting

Does your sales team spend time talking to your office based staff, checking on customers progress, finding out if they have new leads, checking to find out a customer's credit status or if they have any support queries outstanding? You know the story...

Wouldn't you like this to be just a distant memory because you had implemented Caspian? What about if your sales team were closing more deals more quickly because their control, needs and productivity had increased effectively?

Business performance increases because you can:

- ✓ Communicate across different departments, divisions and locations
- ✓ Get everything you need for effective contact management
- ✓ Personalize 'Single click' operations to graphically view information e.g. customers types, opportunities, pending actions and much more
- ✓ Produce sophisticated quotations, sales orders and invoices – in the office and on the road
- ✓ View a full audit trail for tracing every action across the organisation
- ✓ Create and manage unlimited sales cycles and opportunities/projects
- ✓ Predict your competitors strengths and weakness against any opportunity/project with one single click
- ✓ Do sales forecasting and multi dimensional graphical analysis
- ✓ Do targeted account selling for both direct and indirect channels
- ✓ Have a personal remote database with automated and very fast bi-directional synchronization
- ✓ Get direct Web access or simply dial-up to access
- ✓ Manage the most demanding sales projects easily



Your sales team can even use the Internet to see all the up to date details of their customers, including accounts, contacts, leads, projects and more.

### But what about the Sales Director?

As a Sales Director you have the confidence that your sales team can spend more quality time with customers and a lot less time doing administration tasks. You also know that your customers are going to be far more satisfied and buy from you over and over...

- ✓ Assign, manage and follow-up leads and account managers
- ✓ Accurately organise and manage complex territories
- ✓ Effectively and graphically manage your pipeline
- ✓ Graphically produce detailed forecasts and analysis

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## Caspian Marketing: Create, manage and measure targeted campaigns



You need to run a marketing campaign – a successful one, again and again. Sales need leads and you have to produce them. Hang on; you've got Caspian Marketing! No problem then.

First you select your target audience, a simple process given the wide range of selection criteria, you can mine your huge database to target the profitable prospects.

Next, you automate your activities so that you wont forget anything and neither will your colleagues.

Your marketing campaign is underway. Now you measure the responses against your costs to see how effective your campaign is.

Of course, you've saved your targeted list so if the campaign proves highly successful, you can reuse the details, saving you even more time!

- ✓ Integration of web enquiries, fulfilment and assignments
- ✓ Plan, monitor and automate marketing campaigns
- ✓ Target on any criteria, re-use lists and analyse responses
- ✓ Generate automatic, personalized email campaigns
- ✓ Assign and monitor leads with fulfilment
- ✓ Use historical data and detailed profiling to target the right contacts at the right time
- ✓ Extensive segmentation and drill down options
- ✓ Schedule, co-ordinate all logistics and tasks
- ✓ Leads to sales conversion ratios and analysis
- ✓ Monitor success and return on investment of campaigns

### Hey you! Marketing Director

You are investing the company's money. These campaigns have to be successful and you need to know the nitty gritty, any day and any time without any help.

Facts and figures are what you need and Caspian Marketing will give the details you require through tracking and measuring.

- ✓ Comparative analysis and reports
- ✓ Detailed actual VS. budget management and analysis
- ✓ Sales forecasts and orders from campaigns
- ✓ Lead capture and conversion

**With Caspian you'll maximise on your budget and demonstrate results from your campaigns**



## Caspian Customer Services: effectively managing customer issues

In order for your customers to buy from you again and again, they need to be totally satisfied with the service they receive from you.

So these customers, they call you expecting to get an excellent service, and because you use Caspian Customer Service, that's exactly what they will get.

In the days before you had Caspian Customer Service, you used to keep track of customer calls on paper or e-mails. Now, with Caspian you are able to keep track of every communication to and from you customers, maximising your relationships.

- ✓ Many types of support services such as contracts, products, tickets
- ✓ All queries are logged with status, task assignments and elapsed time
- ✓ Queries are tracked and resolved efficiently
- ✓ Access to historical, future, open and closed actions
- ✓ Customers and Partners can check status via the web site
- ✓ Tasks assigned and escalated to correct person for immediate action
- ✓ Cost analysis and graphical reporting

### bringing together the complete customer life cycle

#### But what about the Customer Service Manager?

You have the confidence of knowing that your team have the best solution to maximise vital relationships and cross selling and up selling your products and services. Your customer service team are the first point of contact for your customers; therefore the image they portray must be professional, informative and intelligent. With Caspian Customer Service you can exceed your service level agreements.

- ✓ Analyse how effective your service team are
- ✓ Escalate urgent customer issues
- ✓ Produce performance reports





## Caspian eBusiness: expand your opportunities

The Caspian Suite of eBusiness solutions integrates fully with your CRM strategy giving you maximum potential to increase sales and retain customers. To succeed your web sites and e-trading must be fully and dynamically integrated with your central CRM system and its database.

No one can now ignore the benefits of eBusiness. Through e-Sales there is another channel for you to exploit, opening doors to increase productivity, new opportunities and new customers.

With the Caspian Suite of eBusiness solutions you can now utilise all the power of the Internet to your advantage:

- ✓ Customers and Partners can work with you through your Internet platforms
- ✓ Sophisticated one-to-one internet based marketing
- ✓ Ordering and re-ordering from previous orders, shipment, credit status
- ✓ Identify and target purchasing preferences for customers and partners
- ✓ Intranet access for any authorised staff member
- ✓ Centralisation of databases into one single dynamic Caspian database
- ✓ Automatically personalize the sales of products and services over the web
- ✓ Customers and Partners can view historical transaction details
- ✓ Seamlessly integrated with other back and front office systems
- ✓ Integrated with all other Caspian technologies
- ✓ Provide 24/7 self service for customers and partners

The Caspian Suite of eBusiness solutions are sophisticated, extensive, comprehensive and robust. Caspian eBusiness is at the forefront of Web technologies such as .NET and maximises on Microsoft technologies.



### Immediate Cost Reductions

Reduce your back office operations, sales support and marketing fulfilment costs.

Provide personalised and up-to-date product information and promotions on-line from your central Caspian database.

Reduce selling costs by offering B2B Web Trading and e-Commerce for purchasing on-line from your web site.



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for today's business



## Risk free: implementations, support, expansion

### Support & Professional Services

We recognise only too well the importance and the value of providing a comprehensive range of services to every one of our customers. We work in close partnership with our customers to determine their exact implementation services and support needs. Customers rely on us and our business partners to provide them with fast, efficient, high quality, good value implementation and support services.

Rapid deployment based on 'Pinnacle' our risk free, highly structured implementation methodology is designed to bring about maximum benefits within a matter of a few weeks.

- ✓ Project management and reporting
- ✓ SQL, \$/£ and Web integration technical services
- ✓ VB, ASP, HTML, Java development services
- ✓ Data migration, de-duping and importing
- ✓ Business engineering and implementation services
- ✓ Numerous tailored training packages
- ✓ Dedicated support services
- ✓ Post implementation and performance monitoring

### Flexible buying options

**Buy.** Purchase Caspian direct.

**Lease.** Make a small down payment, followed by low monthly payments, keeping your credit lines free and taking advantage of tax benefits. At the end of the agreement you will own the Caspian licences.

**World-class Technologies.** The Caspian family of Client/Server and e-Business scalable software solutions are and will continue to be at the forefront of emerging technologies.

**Cross Platform Access.** Caspian users get access concurrently from different platforms such as Citrix, Microsoft Windows 98, 2000, NT and XP. Internet Information Server.

**Integration.** Caspian systems can be integrated with virtually any other MRP, ERP, Accounting and Legacy systems using Caspian system tools. Bi-directional integration options right down to financial transactions.

**Extending Microsoft Technologies.** Integration and 'automation' with Microsoft products and technologies. Microsoft Back Office, Office products, Outlook, Exchange, Internet Information Server and more.

**Superior Architecture.** Caspian DNA. Three and two tier COM components and containers. Sophisticated business, database and UI objects. Data exchange using XML, Caspian Xtender and open APIs. Encapsulated components using ADO access. OCX and third party integration.

**Customisation.** Caspian system tools such as our Xtender enables you to extend and rapidly customise Caspian using Visual Basic applications. VB, HTML, ASP and Java are also fully supported.

**International Deployment.** Sophisticated multi currency systems. International address formats and mailing options. Multiple language localisation options.

**Client/Server Databases.** Caspian has fast database connections to Microsoft SQL Servers, Oracle, IBM Db2 and Sybase SQL anywhere relational database systems. Supporting Server operating systems such as Unix, 2000 and NT.

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24 hour a day relationships  
**CASPIAN SOFTWARE**  
e-Business for your e-World



Empower ♦ Win ♦ Retain ♦ Analyse



Designed for your business

Caspian, a sea of incredible options and possibilities...

Indeed, if you thought it wasn't possible to have a front office system that integrated with your back office systems whilst providing your business with a functional application that your staff will want to use.... You were wrong!

Caspian is just that!

It's flexible, adaptable and will grow with your business and will help your company become more productive. A good thing surely?

Because Caspian is a very large suite of software with lots of detailed functionality, we don't set out to show you everything – that would take too long and would be an unnecessary exercise. We show you what you want based on your requirements. In other words, you will only pay for what you actually want and will use.

Caspian can be implemented quickly, is very affordable and cost effective giving you a real and measurable ROI.

Caspian solutions and implementations are designed for you business, risk free.



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