



# CUSTRACK

BUSINESS MANAGEMENT SYSTEM

The ultimate success of your business, no matter what industry, depends on the success of your customer relationships - the ability to win and retain customers, without sacrificing your bottom line! The Custrack Business Management System will harness your business efficiency and turn it into something exceptional. You will experience increased customer retention and satisfaction while increasing your sales turnover.

With Custrack, you will be working in a comfortable, accessible environment with a 360° view over all business functions. Routine tasks can be automated to allow you to focus on quality of time spent rather than quantity of time spent. The system is easy to use - especially if you take advantage of the training packages we offer!

What sets us apart from our competitors is that we can customise Custrack to meet your own individual needs - we can build the system to your specifications.

## Why Custrack?

### Information Management

This incorporates the principle of database management - basic as well as detailed information on a company and its people can be added, modified and deleted through Custrack. Business card scanning and recognition simplifies and speeds up data capture.

### Contact Management

Record all contacts with a customer, schedule follow up appointments and assign tasks (Outlook integration), set call targets for staff as well as for customers ensuring no customer will be neglected. This also incorporates document management where documents can be created from templates for e-mail, fax or sms. These documents can then be accessed via the customer or the recorded contact.

### Product Management

Record information about products at customers - make, model, cost, selling price, installation date, maintenance, automatic invoicing (Pastel integration), track serial numbers and expiry dates.

### Service Management

Log problem incidents for customers, assign calls to staff members, track actions on calls as well as solutions and call closing... escalate service calls based on selected service level agreement - also web enabled to allow customers to log and track progress on calls... generate job cards and manage parts and labour and invoice job cards to customers.

### Marketing Management

Use sophisticated data selection wizards to build complex queries. Automation of bulk or individual direct marketing via e-mail, fax or sms, print labels and various reports.

### Sales Management

Manage sales pipelines against set targets based on closing dates, success percentages, status of sale. Create quotes and sales orders/invoices, management reports include summary pipelines, customer pipelines and employee pipeline reports. Complete performance management.

### Event Management

Manage an event from start to finish... from selecting invitees and sending out invitations to confirming... set invitee preferences e.g. diet requirements, spouse name, birthday... print name badges... do table planning, session planning and track attendance at sessions using barcode scanning. Also web enabled.

### Workflow

Create workflow tasks for sales opportunities, service calls, events as well as for projects. Manage budgets and delivery on projects through timesheets. Ensures all tasks across the organisation is completed on time and within budget.

### Mobile Custrack

A PDA-based version that allows you to do Information Management, Contact Management, Sales Management, Product Management and Service Call Management from a remote location using a handheld device and GPRS enabled cellular phone.

### Key Performance Indicators

Use sophisticated dashboard technology to track business performance against set targets across all business functions.

Custrack also has a Campaign and Survey Manager, Electronic In-Out Board, Project & Timesheet Manager, Job Card Manager, Security Manager, Pastel & Back Office integration, PABX integration...

### System Requirements

Pentium, 6 MHz or higher, 128MB RAM, Super VGA Screen, resolution 1024x768, 150MB free disk space... MS Windows 2000/XP or NT, MS Office 2000/XP, ODBC and MS Access/SQL Server, MS Outlook with Messaging

### Contact Us

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