



# CUSTOMER RELATIONSHIP Management

## Do you really understand what your customers want now... and in the future?

The new buzz word in business today is CRM.

We have many definitions of this term from "retain or increase your current customer base" to "monitor the most profitable customers and ensure maximum leverage from this base".

The cold hard facts are that in most markets these days, the technology war being waged has resulted in many organisations offerings being pretty much the same.

The reason people will chose your offering over another similar organisation or product may well come down to how they enjoy the experience of dealing with you.

Customer satisfaction is now paramount! Our revolutionary holistic design has a unique perspective on the definition and management of a client.

You must leverage your information to provide a more accurate understanding of your current and future customer needs.

ST Synergy provides your company with the ability to "change the experience".

ST Synergy's CRM module also provides a powerful Contact Management Facility.

This facility allows coordinated control of not just sales staff but all resources within your organisation.

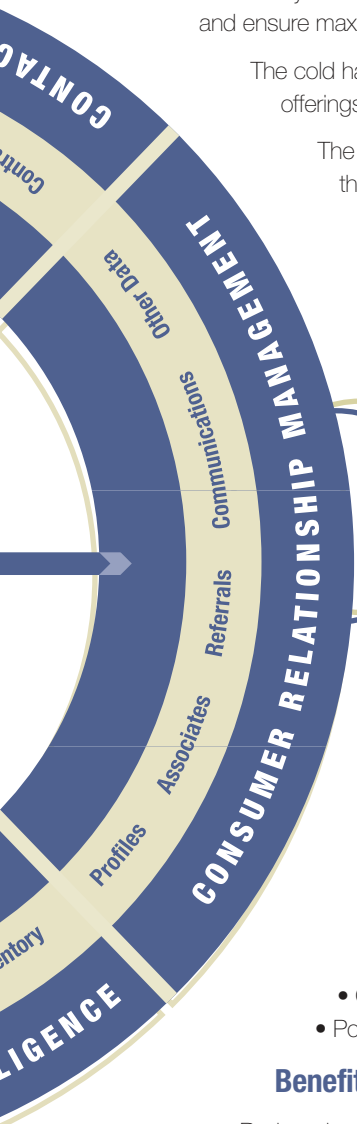
It allows the integrated generation and recording of all communications and documents and provides a fully referenced history of all communications by all staff members.

### Features

- Customer centric view of your organisation.
- Automate business processes with your CRM module.
- Efficient capturing of key demographic and statistical data.
- View financial information within your CRM module.
- Analysis of your suppliers as well as your customers.
- View all profiles, references, associates from a single point of reference.
- One-to-one and one-to-many relationships recorded.
- Powerful data analysis and reporting available via Seagate Crystal Reporting.

### Benefits

- Reduced operating costs due to intelligent analysis.
- Increased efficiency through automation.
- Informative response to customer enquiries.
- In depth understanding of customers.
- More efficient sales pipeline management.
- Increase your marketing and selling opportunities
- Easily identify your most profitable customers.
- Manage your customer feedback to develop new and improved products or services.
- Obtain information that can be shared and leveraged with external business partners.
- Faster response to all customer inquiries.
- Full control of all sales processes.





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## ST SYNERGY

ST Synergy was established in 1993 and listed on the Australian Stock Exchange in 2001. Since 1995 the system has been deployed in many organisations throughout Australia across a variety of industry sectors. ST Synergy is multi award winning, featuring highly in Microsoft Windows and other industry awards.

***"ST Synergy has reached a level of excellence that sets it apart from the norm and is a tribute to the leadership position it has established."***

### Bill Gates

Ongoing research and development ensures the continued growth of an already highly successful enterprise management system.

ST Synergy's unique offering operates seamlessly across the 4 key areas of today's business hot spots:

- Customer Relationship Management
- Workflow and Project Management
- Document Management
- Business Intelligence

### Open System Architecture

ST Synergy is an object oriented, multi user, 32 bit Windows based application that supports Windows 95/98/XP and Windows NT 4.0/2000 operating systems.

It is a fully scalable client-server application that allows the enterprise to select a database backend that is best suited to the clients particular specifications.

Database integration is provided for:

- Microsoft Access (Suggested Use 1-5 users)
- Microsoft SQL Server (Suggested use 5 - 200 users)
- ORACLE (Suggested use 40+ users)

### Integration

The system offers seamless integration with industry standard applications such as Microsoft Office 2000. Advanced email integration allows for linking to Outlook 2000/Exchange Server and Novell Groupwise.

### Other Services

- Certified Training.
- Business Process Review.
- Project Management.

## CLIENT COMMENTS

*"Prior to the software installation it was a nightmare keeping track of what was being sent out to our customers and potential customers."*

**Ian Marshall, BSF Australia**



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