



## Features

### Track your staff workflow:

- Phone Calls In and Out
- E-Mails (Outlook Integration)
- Enquiries
- Notes
- Automated Letters
- Job Allocation
- Scheduler

### Speedy Data Collection:

- Customers grouped by company
- Automated address retrieval

### eCommunication:

- Multiple eMail send
- Multiple Text Message send
- Multiple Quick Letters
- Mailing Labels
- Group your mailing responses
- Subscriber Lists

### Fully Customisable:

- Create your own Enquiry Types
- Create your own Groups
- Create your own Lead Source
- Create your own Subscribers

### Reports:

- Office Action (within timescales)
- Advertising Effectiveness
- Mailing Response
- Priority Customers
- People To Chase
- Sales

### Staff Collaboration:

- Tasks can be associated to staff
- View To-Do Today information
- Mobile staff can use remotely
- Files can be attached to all data

### Analyse and Mail Shot:

- Hot Customers
- Previous Mailings
- Geographical Area
- Haven't Communicated With Groups

### Corporate Identity:

- Incorporate company colours
- Upload logos

## Frequently Asked Questions

What are the advantages of using OfficeTrack compared to a standard CRM / Sales package?

OfficeTrack is a web-based application, so:

- You only need a web browser (e.g. MS Internet Explorer)
- There is no need to install additional software or hardware
- You can choose which of your staff have access to the system and they will be able to work on it, regardless of their location at the time (providing they have internet access)
- Your data is stored on a remote, secure server where backups are taken regularly

Will our data be secure?

- Data is hosted by a long established and reputable company on secure servers
- Data is accessed via https (HTTP Secure) using Secure Socket Layers
- Data is encrypted as it leaves your office and decrypted as it comes in
- We keep an up-to date Thawte certificate so you know who we are
- A backup can be requested on-demand and your data will be e-Mailed to you in either an Access database, Excel Spreadsheet or XML Schema

Is it expensive?

- No up-front payment for software
- System is paid for on a monthly license basis (i.e. per user)
- There are no hidden costs – what you read on this datasheet is exactly what you get
- Staff can access the system from any PC via their personal login - worldwide
- For credibility we maintain our Thawte certificate

What support is available?

- Full e-mail support is included free of charge
- Telephone support can be paid for on an annual basis if required
- Integrated help is included within the system

If we require modifications to the system can this be done?

- OfficeTrack is fully customisable and can be tailored to suit your needs

[ Contact us for your **FREE** no obligation 30 day trial... ]