



Rose ERP

Customer Relations Management

In today's business climate, building customer satisfaction and loyalty is critical to your success. The ability to successfully manage relationships with your customers, partners and prospects, gives you a decisive advantage in markets teeming with fierce competition.

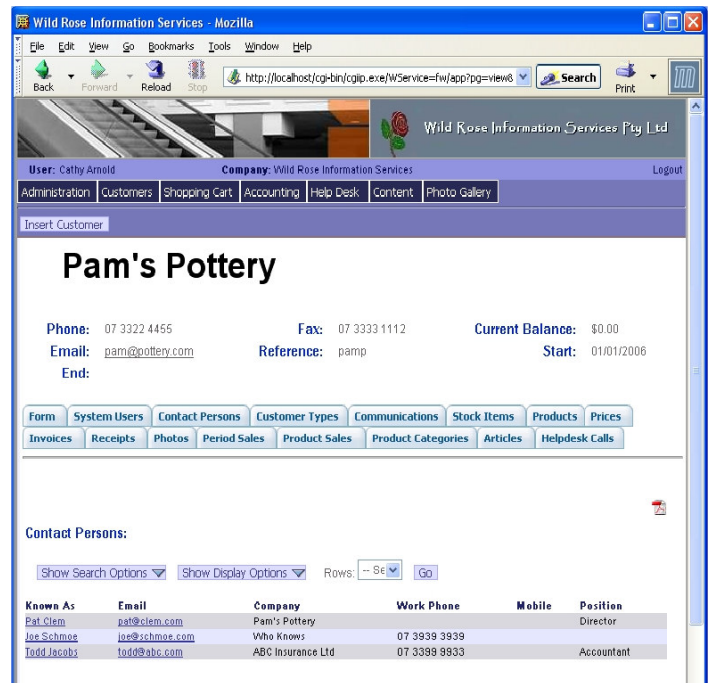
Rose ERP helps you leverage technology to advance effective business practices, effortlessly and securely exchange information, and enable you to manage and analyze all customer-related data. Real-time access via your personal computer or PDA, makes Rose ERP a powerful tool in making educated business decisions.

Contact Management

With Rose ERP, you may store all corporate contact details such as persons, addresses, phone numbers, email addresses and much more, in a centralized repository. This ensures that all support professionals have access to the most up-to-date information available, when they need it. When your staff has the information it needs, customer issues are resolved more quickly and efficiently, reducing call times and increasing the efficiency of your call center or support staff.

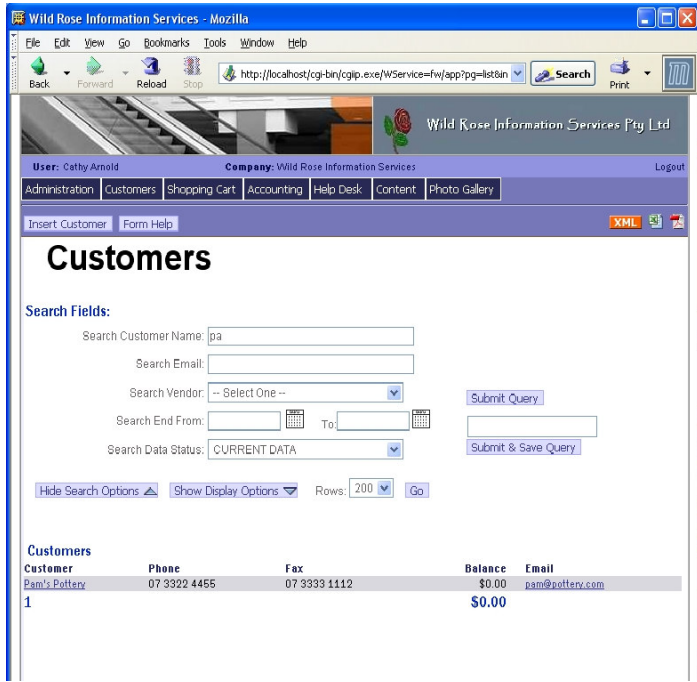
Communication History

To deliver superior customer service, your staff must have current and historical customer data at their fingertips. Rose ERP makes it easy to collect and access the complete history of communications with your customers and prospects, including emails, phone calls, support cases and escalation history, newsletters, mailings and other interactions. You may also attach reference documents. Making these details available throughout the entire organization helps you make the most of every customer interaction, maximize business opportunities and customer satisfaction.



Profiling

Profiling enables you to build up a detailed profile of your customers and prospects over the course of the relationship. These key attributes can be stored, reported on, and used as a basis for classification or grouping, or for future marketing activities. Profiling may be performed for persons as well as companies.

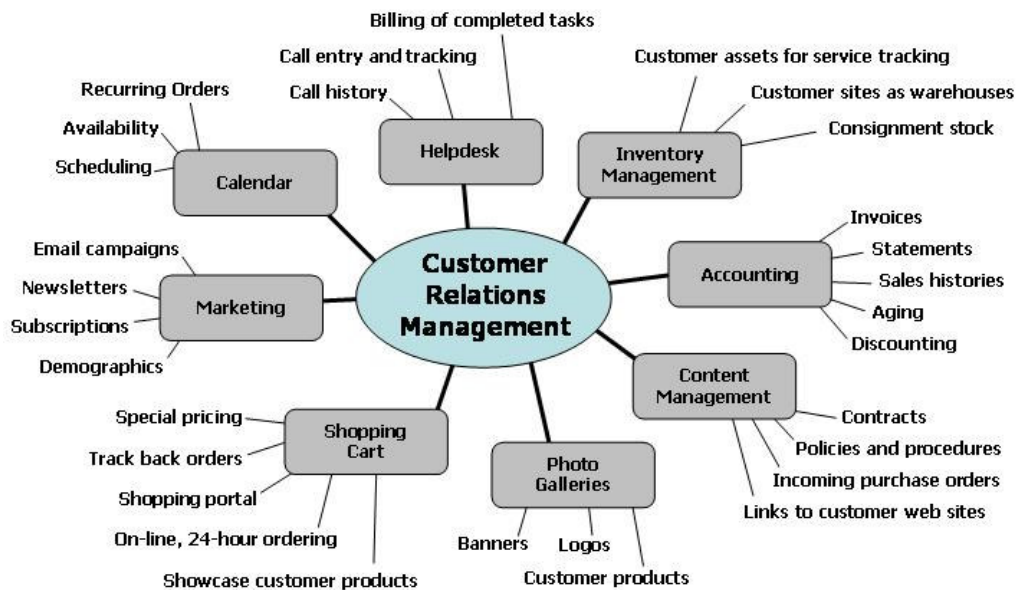


Customer Logins

With Rose ERP, you have the ability to assign logins and security access to your customers' personnel, providing them access to the information that you choose. Providing your customers 24-hour visibility to information related to them, will enrich the customer relationship. The ability for customers to print their own statements, reprint invoices, place or track orders, lodge or follow the status of helpdesk calls, and view relevant documentation, all securely and on demand, will also lighten the load on your staff of mundane support questions and maintenance duties.

Business Suite Integration

Customer Relations Management is the cornerstone of the Rose ERP business management application suite, and is neatly integrated with all of the other applications within it.



Founded in 2004, Wild Rose Information Services Pty Ltd is a leading provider of web-based and integration solutions for business of all sizes. Our customers include companies in many industries, including government, automotive, real estate, on-line shopping portals, retail sales and services, and more. Call us to find out more.

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