

## Customer Care Management CCM



**The Customer Care Management (CCM) components provide invaluable facilities that allow you to manage such activities as customer acquisition, customer classification, customer service, complaint management, and call center activity.**

Work Flow Management (WFL) records all business processes, brings them up to date and retains their history. You can route your company's processes and manage complex linked procedures using reminder features.

You can integrate external files such as MS Word or Excel documents, image files and scanned documents and process these directly.

All processes within your company can be stored via transaction types, with no need for further programming. Work Flow Management can be adapted at any time, to suit the changing needs of your business.

The reminder feature, transparent to everyone in your company, ensures that you find those unfinished or transferred transactions quickly. Current reminders and their status for all business transactions are clear and distinct. You can add a reprocessing deadline to any data processed with the Klopotek Publishing Solution. Examples could include contracts, permissions, orders or addresses. These can then be re-routed to colleagues or workgroups. This means you can automate work flow and streamline interdepartmental projects. Reduce your paper work!

Maximum support is provided for the call center, and this includes group functions, tasks and connections to all communication channels like phone, fax, and e-mail for inbound and outbound activities.

### School Teacher System STS

A sophisticated tool that integrates into the whole marketing functionality is the School Teacher System STS. It provides all the information educational and academic publishers like to gather around their high-profiled customers.

The specific relations between schools and universities and their teachers and students are in the focus of this information base. The knowledge about the competitive publications in the classes and courses are being used to manage the right approach to the customers. And all the data yours reps feed in are stored and ready to being analyzed in a clear and structured manner.

### Klopotek Business Objects Universe for Education

An embedded license model of Business Objects allows for both flexible and affordable data analyzes. The basis for the Business Object Universe is the logical data model whose structure and naming conventions are based on the user interface.

Easy to use: It is not necessary to have in-depth knowledge of the physical data model, the application provides an intuitive user interface with simple drag and drop selection. The Business Objects client can be accessed via the report tool, the Internet, or directly online.

# Customer Care Management CCM

## Work Flow Management

### WFL

#### Transaction Management

Flexible depiction of business processes using transaction types. Transactions using multiple linked objects (e.g. business partners, contact addresses, marketing activities, titles, contracts, reviews, orders). Notes letters, scanned documents and freely definable supplementary information for transactions. Electronic re-submission of transactions for individuals or teams. Assignment of teams to transaction types. Search for business processes using all transaction data and profile data. Management of status. Transaction samples. Creation of follow-up transactions.

#### Linked Objects

Specific assignments linking different objects such as business partners, addresses, journals, price lists to transactions. Type and amount of linked objects individually definable. Direct access from transaction to reference object by double-click. Hierarchical relationships between linked objects. Transaction creation and identification direct from editing.

#### Notes

Notes for business transactions. Notes freely definable. Notes recordable in transaction log.

#### Transaction Extras

Transaction structuring using transaction extras. Configuration of type and amount of extras individually. Search using transaction extras.

#### Documents and Other External Information Objects

Assignment of documents to transactions. Assignment of MS Word and Excel files, scanned documents (e.g. reviews, biographies, contracts, letters) and image files (e.g. cover illustrations) to transactions. Direct links from assigned information object to appropriate application.

#### Letters

Creation and editing of MS Word letters. Creation of individual mail merges per transaction using templates (online or in a batch procedure). Data from linked objects automatically included in document.

#### Transaction Profiles

Entry of freely definable supplementary information in transaction profile. Definition of transaction profile using transaction classification. Definition of transaction classification using administration tool. Processing of supplementary information using templates. Entry of detailed notes for supplementary information using sub templates. Search using profile information.

#### Status Management

Status management for transparent processing of ongoing transactions of multiple users. Transaction log (status type, relevant notes, date and time, user abbreviation, and when appropriate, memo). Editing of transactions according to status.

#### Reminders

Display of all incomplete transactions. Display of date, memo, and transaction recipient (responsible person). Routing and re-submission of transactions depending on status. Personal re-submission of unprocessed individual transactions. Automatic deletion of completed transactions through reminders.

#### Transaction Log

Transaction log of business partners who may play several roles (customer, prospect, supplier, etc.) in business processes. Display of basic transaction information (type, creation date, transaction memo. Links from business partner to editing system appropriate to the role. Unrestricted sort transaction log. Selection using transaction log, including integrated marketing components. Control of marketing activities (e.g. cross-selling) using transaction log.

#### Finding Transactions

Transaction templates of set tasks as a basis for handling and evaluation. Simple, effective creation of transactions. Predefinition of transaction type, assigned documents and transaction samples, reminders (including user and reminder date), as well as batch control for merge printing.

## School Teacher System

### STS

Qualified promotion to teachers and schools beginning with promotion material and up to the shipment of complimentary copies. Systematic preparation and evaluation of promotion for schools and teachers. Systematic presentation of promotion for and introduction of school books through the competition (adoption status). Recording and processing of orders for the shipment of inspection copies to teachers. Alternative variants in order to present different school systems.