

# More leads, more sales, more customers.

## inContact™

### Simple CRM at your fingertips.

inContact is your single source for customer information. Access detailed account and contact information. Track opportunities from lead to close. Manage calendars and tasks, and create reports on sales and other activities.

Drive opportunities through the sales cycle by automating activities such as follow-up calls, emails, and letters based on sales and marketing processes you define.

Make more informed decisions by analyzing revenue potential, sales pipeline activity, and opportunities by account manager, region or status.

Use inContact to consolidate Sales, Marketing and Customer Service activities, and seamlessly integrate into back-end ERP and other systems.

### Maximize sales and improve account management

inContact provides powerful sales automation and management tools to maximize sales performance. You can access key account information from anywhere at any time, track opportunities, schedule follow-ups and manage all your important activities.

#### Sales Features:

- Account, contact and opportunity management
- Calendar and activity management
- Email Integration
- Sales process automation
- Sales forecasting and reporting
- Integrated marketing and customer service
  - Campaign management
  - Service history notes
- Back-office integration
- Business alerts/activity notifications

### Track and manage marketing campaigns

The system's robust features allow for managing, tracking and measuring targeted marketing campaigns.

- Campaign management
- Segmentation and groups
- Lead management
- Lead qualification
- Campaign response tracking
- Budget and revenue tracking
- Marketing resource library

### Customer service

inContact delivers powerful tools to track, manage and resolve customer issues.

- Account and contact management
- Activities and communications
- Reporting
- Basic project tracking



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