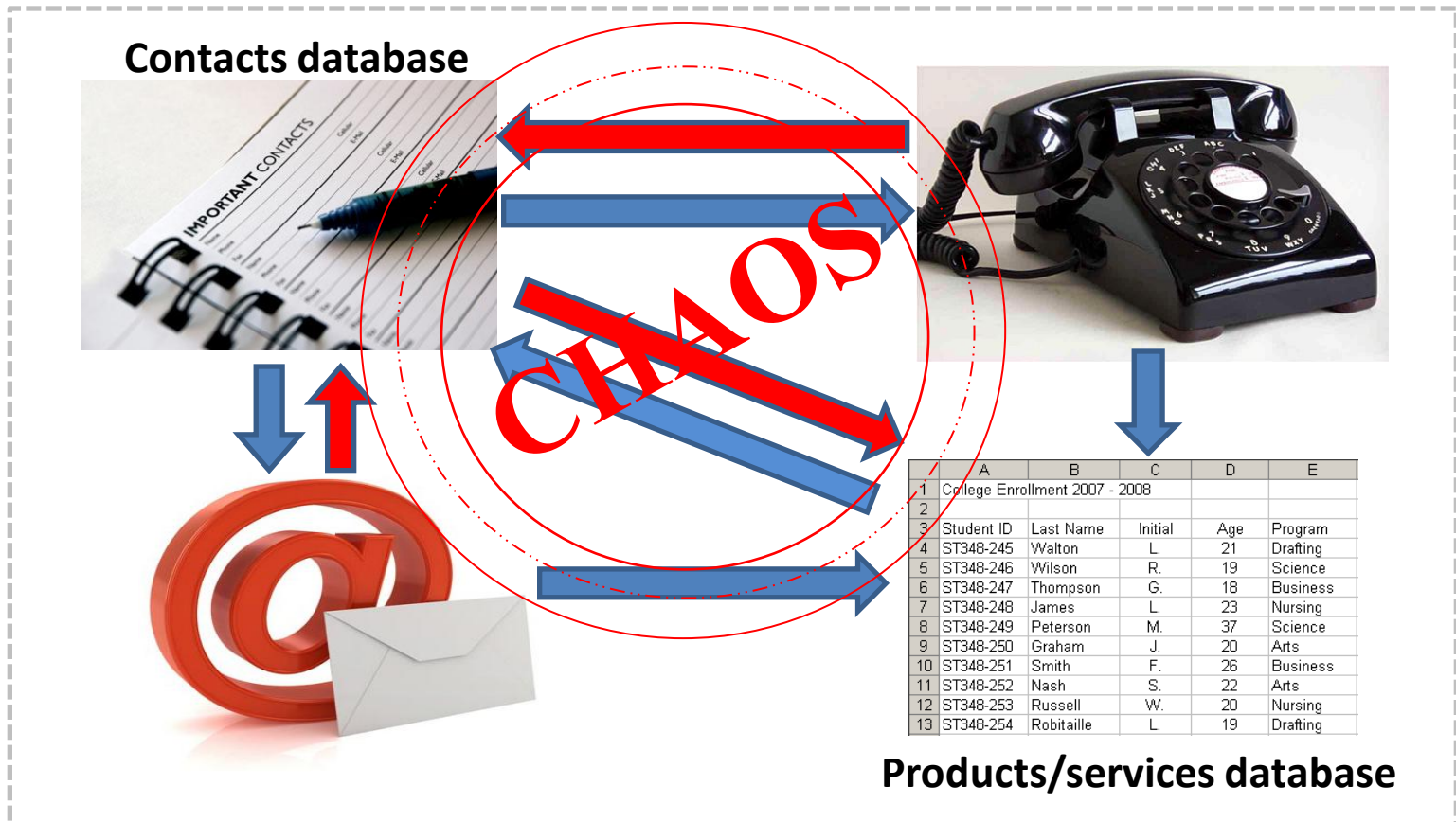# BUSINESS COMMUNICATION MANAGER

PRODUCT PRESENTATION

Varna

How is your communication with your customers organized?

Is it effective or looks like this?

Contacts database

CHAOS

Products/services database

In the „Cloud" a good idea can be easily transformed into a good business...
Paul Strong, VMWare

What is Business Communication Manager?

An innovative „cloud" based complex solution which provides an effective and profitable management of electronic communications with clients and partners of a business structure.
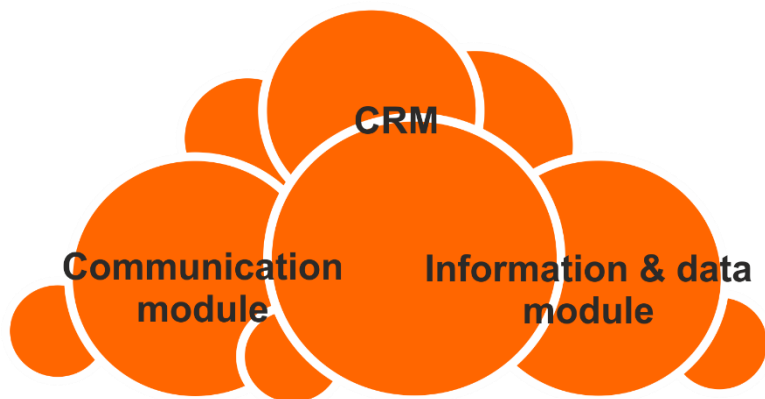
The „Cloud" gives the managers an opportunity to experiment with new ideas, without the risks and costs associated with R&D process.

What is Business Communication Manager?

A system containig within itself all the advantagets of the Cloud

# Flexibility, Scalability, Security, Reliability, Economy

BCM modules

CRM

Communication module

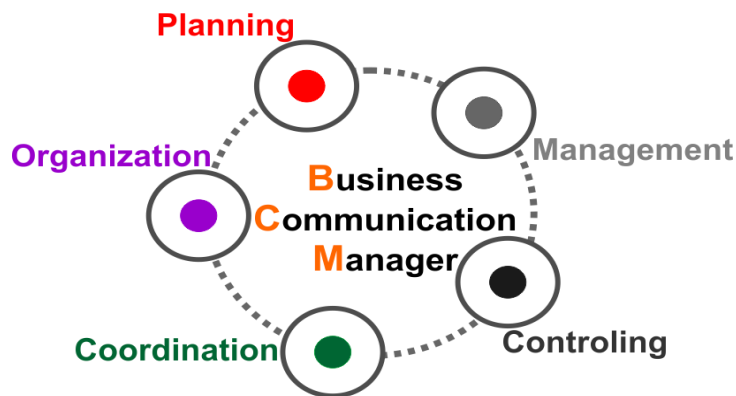Information & data module

It consists of the following:

- Customer Relationship Management module(CRM);

- Communication module;

- Information and data module – specialy developed inquiry form for campaigns, collecting and processing of customer information about any products, services, requests and more.

How does BCM works?
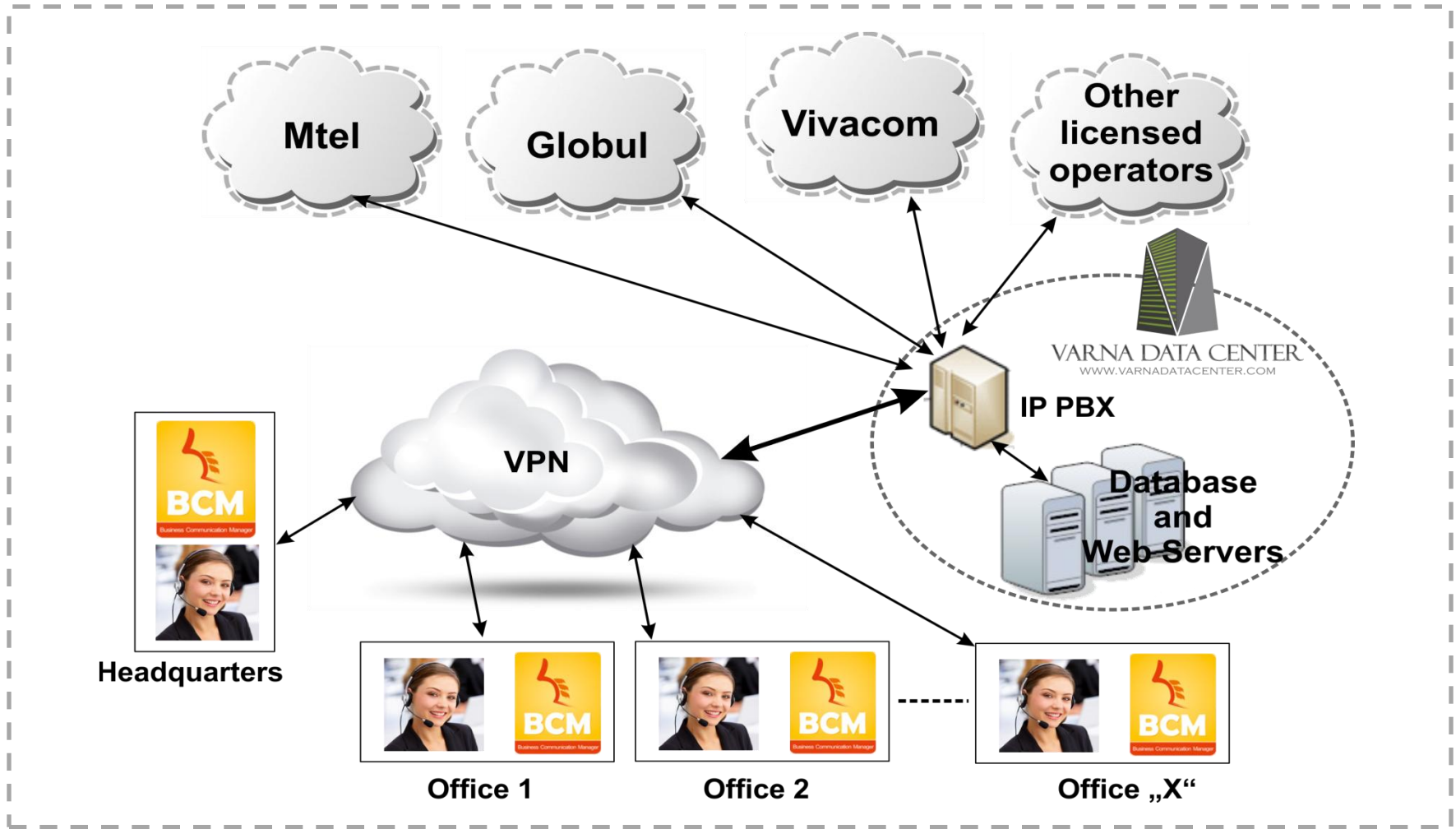
Functions of BCM

Management and recording of incoming and outgoing calls, emails and etc.;

Building and maintaining client accounts (history) based on contact information and registered processes;

Creating and assigning work tasks (quotas) and generating of reports by filtering customer base on arbitrary criterias;

Direct control over the process of conducting a telephone call through the system interface;

Detailed records of all processes related to information services for each contact;

Organization and appointment of schedules and tasks;

Phone conversations recording.

Key Features and Advantages of BCM

Functionality - Easy and convenient interface, requires no deep knowledge in IT field, allowing quick navigation and system administration;

Flexibility – initially may be implemented only the necessary modules now, and to upgrade with additional modules and functionalities later;

Reliability - recording and archiving of all business communication;

Practicality - reduce business costs and improve speed of response to the call center customer service;

Mobility - the application is accessible anytime and from any location with a single requirement - an Internet connection;

Easy and quick deployment - no need to install and setup;

Hardware independent - no special hardware requirements.
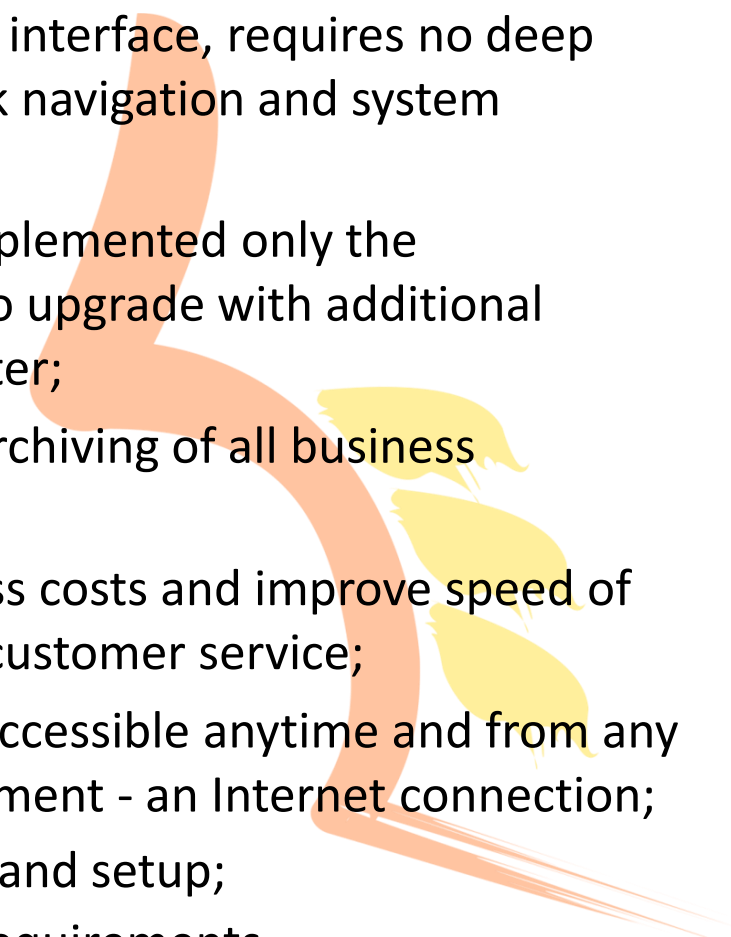
Main benefits of BCM

✓**Effective management** of business processes**;**

✓**Optimizes** communication costs;

✓**Enhances communications efficiency** of the company;

✓**Significantly increased level of customer satisfaction**;

✓**Does not require investment in expensive hardware -** everything is in the "cloud";

✓**Complete history of the processes of communication -** reports and analyzes;

✓**Cloud based** – fast and easily scalable depending on your needs ;

✓**Innovative product** both on the Bulgarian and world market**.**

"Roadmap" for upcoming additions and development

✓**Dedicated pricing unit -** tariffs for operators, automatic selection of the operator based on the lowest price;

✓ **Integrated e-mail client -** receiving, sending and overall organization of email correspondence back to the story;

✓**Module for e-mail marketing -** Organize mailing lists, sending bulk emails;

✓**Advanced and easy integration with external software systems;**

✓**Advanced analysis module;**

✓**Automated recording of all processes** related to information services for each contact (telephone, electronic communication and SMS);

✓ **To do list –** personal lists, transfer of tasks;

✓**Version for mobile phone**

HAVE QUESTIONS?

Please do not hezitate to contact us

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