

Exact Synergy

Customer Relation Management

With Exact Synergy, your customers come first. Synergy enables you to monitor, understand, manage and maximize sales performance, as well as leverage customer information into long-term customer loyalty and retention. It seamlessly integrates customer data across the organization into one database. Your clients, business partners, employees and vendors are automatically associated to one another and to all relevant and mission-critical business transactions.

Exact Synergy stands out from traditional CRM applications in the way collaboration is organized. The integration of all department processes allows you to capture the entire customer experience as it relates to your. Synergy does much more than simply store, update and manage customer data. It provides the crucial information necessary to continuously cultivate the customer relationship.

When Information Becomes Action

Synergy enables you to connect and interact in more satisfying and rewarding ways. The result is an organized, active and real-time business community. With Synergy, your entire value chain gets a portal view of the workplace: relating customers to employees, business partners and suppliers. It provides all stakeholders with a 360-degree overview of all relevant

and related activities and communications.

You can manage the sales cycle, from easy handling and uploading leads (use the Web interface for easy batch entry), to a complete overview and monitoring of sales and pipeline opportunities within the sales channel, to closing the deal. Historical analysis adds to the learning process and future efficiency improvement.

Synergy allows you to enjoy an overview of all opportunity details at a glance, including status, dates, responsible sales team members, etc. With our unique, customizable Opportunity Card you can save time and increase accuracy with an Import Account Wizard that allows users to import Comma-Separated-Value (CSV) format data into the database, as it adds all required elements to the page.



With Exact Synergy you can:

- 1** Facilitate better communication by improving the visibility of sales processes to all stakeholders.
- 2** Improve collaboration by effortlessly connecting customers, employees, vendors and partners.
- 3** Define and capture all processes from initial prospect to customer and beyond
- 4** Store all customer communication in one central repository providing consistency and continuity for the relationship to thrive
- 5** Manage business processes that affect the relationship in its entirety, such as complaints, concerns and issues, all within the same toolset

= exact

And it all comes together.



In addition, you can find all account information in one place, and make sure it's accurate and complete, using the deduplication tool, with your own user-defined settings.

Improve the way in which sales and support is managed, monitored and evaluated with two-way workflow management. Real time views of the issues and actions by both the user and the customer provide consistent, up to the minute insight into the details and the big picture.

Critical Information, Accurate and in Real Time:

- Single repository for customer information, AR information, documentation and business processes from the customer card
- Portal based technology means that access to this customer information is available to all required whenever and wherever
- Provide customers access to the exact same information, giving one concise source of the truth

Know What your Customer is Thinking

Built-in analytics are the only way to know what customers are thinking and to respond to their issues quickly and effectively. Native real-time analysis tools, reports and ad hoc querying in Synergy can help recognize issues before the customer does. You can also identify bottlenecks, capture diagnostic data and get real-time views of multi-channel customer activity with Dashboard Reports.

Financial Management

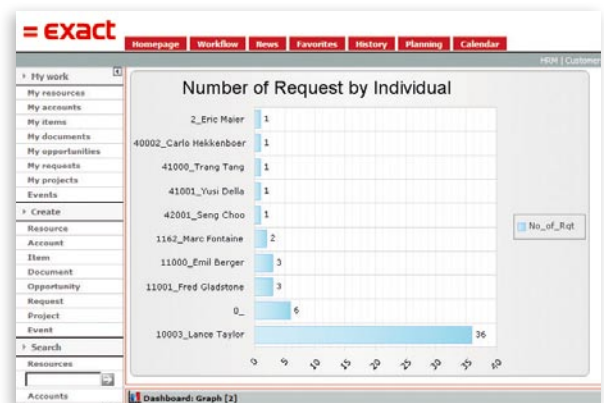
All customer-related financial transactions are automatically associated with their account information, including outstanding payments, making them easily accessible to sales reps and remote offices when needed.

Integrated Portal Technology

Built-in Web portals provide ongoing and active conversations with all customers, employees, partners and vendors. Secure private logins allow for one-to-one client interactions, all without having to add IT staff to maintain extra websites or pages.

With Exact Synergy, nothing is left on the table when it comes to your corporate relationships—a complete CRM toolset provides broad-based views, specific information and detailed reports about everything from product updates, sales standings, customer support issues, financial transactions and related documents. It gives you the power to increase revenue through more satisfied customers and the ability to up-sell, cross-sell and have a higher win rate with new prospects. You can also reduce costs by lessening the time it takes to track down information, get better reports and more quickly respond to issues.

Exact Synergy offers straightforward implementation, ease of use, robust reliability and lower total cost of ownership.



Integrated analytics dashboard allows you to effectively manage support and sales activities.

“Clients don’t want to wait for answers anymore. They expect our service to become ever quicker and more personal, and Exact Synergy enables us to offer just that.”

Pieter Hertzinger, Managing Director Hertzinger Satellite Reception

For further information please call 1.800.468.0834, Ext. 2650 or visit www.exact.com/synergy-us

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