

# SuperOffice SAINT



*The smart way to do business*



**SuperOffice®**

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Your customers are becoming more demanding, competition is getting more intense, and it's becoming more and more difficult to access the information that you need to manage and monitor your business effectively.

SuperOffice SAINT – Sales Intelligence is a new module in the SuperOffice CRM product suite. The name has very close relations to “Business Intelligence”. We regard Sales Intelligence as a subset of Business Intelligence and whereas Business Intelligence is more focused on transactional analysis, the focus of SAINT is on relational analysis. In other words, SuperOffice SAINT is an operational CRM analysis tool.

## SuperOffice SAINT Core Capabilities

### Real-time Status Visualizer

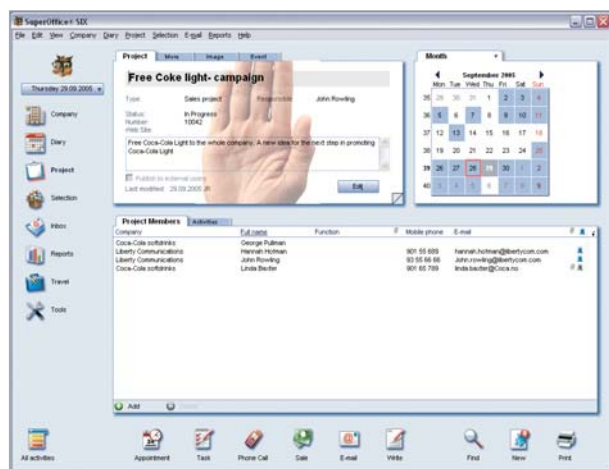
Online monitoring of customers (or potential customers) and projects using powerful visual feed-back.

### User defined Status Indicators

Gives you the possibility to build flexible and operational indicators per customer and projects. An example could be to define special indicators for customers not contacted within the last 6 months, projects that have not had a follow-up activity within the last 3 months etc.

### Action Generator

The Status Indicators represent immensely powerful search criteria that can be used to build relevant selections in SuperOffice. Once you have generated a selection of customers you are ready for action: call, mail and meet with them. Interact with your customers and prospects!



### Advanced Reporting

Use the powerful reporting facilities using SuperOffice Reporter Studio for instance in combination with Microsoft Excel (pivot tables) or other tools. With the built in reporting possibilities it is easy to define different sales prognosis reports, numerous activity reports combining sales people, departments and activity types. It is at this stage that you really turn SuperOffice SAINT into a powerful analysis tool that reveals unknown information about the way you interact with your customers.

In many ways, SuperOffice SAINT can be compared to a data warehouse solution, but we have formulated the problem in the classical SuperOffice spirit where usability and ease of use count more than mere technology. That is why SuperOffice SAINT is seamlessly integrated with the rest of the SuperOffice CRM application and database. Traditional data warehouse solutions are often very complicated to design and run, and they also typically need a separate server. Most of these reporting facilities are biased towards managers in the organization and not the employees handling the customer interactions. SuperOffice SAINT is a valuable tool for both management and employees.



## The SuperOffice triple A principle: Analysis, Awareness, Action

Analysing information in your CRM system gives you a basis for a decision. The decision again is the starting point for what kind of activities that should be performed to improve or correct the existing situation. We have experienced that far too many analyses are being performed without the necessary activities being planned and carried out afterwards. When we designed SuperOffice SAINT, one of our primary objectives was to support the process from analysis and decision to specific action.

The SuperOffice Triple A principle provides another view on the power of SAINT. The main elements of these principles are:

- **Analysis**

SuperOffice SAINT provides continuously updated data available for both real-time and ad-hoc analysis. Several methods and techniques are used to ensure relevant and correct feedback. The analysis is the starting point of it all. You should also note that with SuperOffice SAINT it is not only possible to search for present elements in the database, but also for elements missing. An example of the latest could be a search for contacts that has not had any activities of a specific type or intention within a specified period.

- **Awareness**

An analysis has very little value if the result cannot be communicated to the people that should be doing something about it. Graphs and reports placed in your incoming e-mail folder are nice, but there is no guarantee that they will be read or acted upon. With SuperOffice SAINT and the visual Status Indicators on a customer, potential customer or a project it is impossible for an employee to overlook an opportunity, a problem or something that calls for action. At the same time SAINT will provide the employee with suggested actions for the specific situation. The results coming from the different analyses will automatically become searchable "fields" that any user can use to setup his or her customized list of actions or searches.



- **Action**

Now that the employee knows the results of an analysis they need a tool for action. SuperOffice SAINT and its direct integration with the powerful selection functionality in SuperOffice CRM pave the ground for necessary action. With a few clicks, a user is able to transform the results of an analysis to a selection and begin to take action in the form of personal follow-ups, automatic e-mail campaigns, place outbound call activities in the diaries of account managers, etc.



# SuperOffice SAINT in Business

As SuperOffice SAINT is tightly coupled to SuperOffice CRM it can be used in a large number of business processes. Just consider these few examples:

- **Customer care**

**Challenge:** Provide reliable customer service and increase customer satisfaction and retention.

Set up an efficient Customer Service Process where you focus on handling the support calls or complaints coming in. Use SuperOffice SAINT to track support requests not assigned to a customer care representative or support calls that have been open (stalled) for too long. Use the built in visualization capabilities in SAINT to show employees in your organization the status (traffic lights, satisfaction rates etc.) on specific customers that they interact with. Last but not least, use SAINT to plan potential follow-up activities on issues solved within the last 3 months. SuperOffice SAINT will be a very useful tool for reaching your goal of providing superior service to your customers.

- **Sales**

**Challenge:** Sell more to new and existing customers and close sales faster.

In most sales organizations, staying on top of all accounts and making sure that the right level of attention is always given are often a large challenge. With SuperOffice SAINT, these challenging processes and tasks will be supported by intelligent and automated routines which will steer sales people towards the right actions. Keeping track of opportunities and proposals that should have been forgotten or are overdue, spending more time on the most valuable customers and of course monitoring various customers' buying behaviours will become much easier. SuperOffice SAINT simply provides sales teams with a better understanding of the customer's needs and what should be done in order to maximize the return in their sales activities.

- **Marketing**

**Challenge:** Reduce marketing costs and increase sales potential.

Most marketing organizations are facing ever increasing marketing costs and are at the same time unable to document actual return on investments on the market activities they initiate. The gap between the marketing and sales organization also seems to grow bigger and bigger every day, and the end result are disparate activities with no real effect in the marketplace.

With SuperOffice SAINT you can manage your leads and opportunities more effectively by ensuring that leads coming in are followed up within an appropriate timeframe and that participants from your marketing events and seminars are followed up by the sales department. Simply use SAINT to measure your marketing success and to evaluate your marketing performance.

## SuperOffice SAINT – a diversified resource

SuperOffice SAINT is designed for flexibility and scalability in order to adapt perfectly to your company's specific business processes and needs. Based on the descriptions and examples in this brochure we assume that you already have started to build an impression of a number of relevant areas of improvements in your company.

We would be happy to share your ideas and to use our experience and expertise in the field of CRM to design detailed steps for how your company can make even more out of its potential. Contact us now, without obligation, for a meeting with one of our consultants.



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