

# Communigator CRM White Paper



 **communigator**

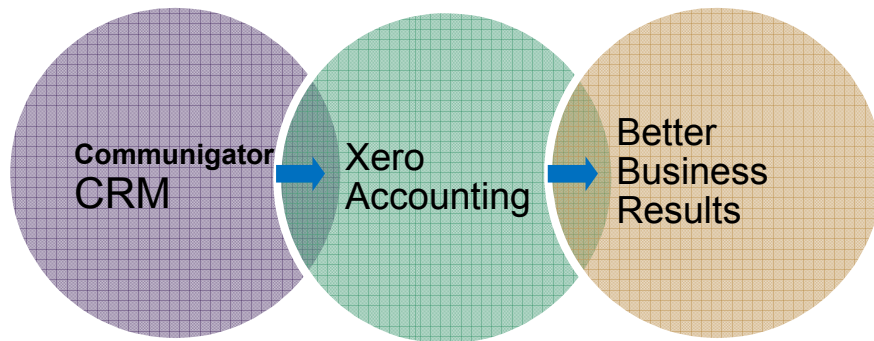
now **integrated** with



The world's easiest accounting system

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## BACKGROUND | ONE

Communigator CRM was developed in April 2008 by Enform Web Solutions, who are based in Tauranga, NZ. Enform specialise in online custom software solutions and websites, they have been in business since 2000. Communigator was developed for the SME market to solve a host of business management issues including;

- sales enquiry tracking
- website enquiry management
- sales representative management
- bulk email marketing
- database management with full category management
- SMS messaging from the CRM
- integration with Microsoft Outlook
- customer communication tracking
- user security & role configuration
- activity calendar synchronizing with Outlook
- importing & exporting contacts
- custom solutions for Holiday Park Management and Franchise management
- simple website construction & management

Communigator is now integrated with Xero Accounting and is providing a full Cloud Computing solution for the SME business market. Cloud Computing solutions ensure that companies can focus on their core business activities by providing true software value for the smallest investment and it removes the requirement for expensive IT infrastructure and support as it is all provided as part of the software solution.

## ENSURE BUSINESS VIABILITY USING SMART SOFTWARE SOLUTIONS | TWO

Communigator CRM puts you in control of your business, allowing you to stay ahead of the competition, grow market share and ensure viability in all market conditions.

How? Simply put, you have visibility across everything that is happening in your organization from a sales perspective and as you know sales are core for driving revenue. When you couple that with Xero Accounting integration you have a powerful business suite at your fingertips.

Let's look a little closer at what that visibility covers. In one glance you can see the health of your business from the summary homepage. If you know that your sales pipeline, (these are sales opportunities that are not yet converted), has to be maintained at a specific ratio to ensure you deliver the sales you require that month and in future months. You can easily see what is in your pipeline by week and by month giving you the security or the warning you require to keep business on track. You can see the last 30 days of opportunities which have closed and are now sales, in graphical form. You have a summary of sales activity covering emails sent, phone calls made, sales visits, letters & proposals sent as well as other activity. You can see an overall company view or you can filter it by individual sales reps.

Also visible is how many new sales enquiries have come in this week, how many were successfully closed and how many were lost alerting you immediately to any issues with sales. You can act quickly to put your business back on track as you have this information available in real time.

You have a graphical view of sales by product, pipeline by product type, enquiry sources and converted sales by source so that you can easily monitor where you should be placing your advertising and marketing budgets. You can see the sales pipeline by enquiry status and enquiry rating also. This allows you to forecast accurately so you know where your business is going and if it is going to deliver the revenue you require to cover operational costs and deliver on revenue goals. There is also a tabulated summary of the month's sales activity to date, enquiry activity and a sales summary for the month.

***Ensure your business longevity and success!***  
*Take control of the health of your business at a glance with Communigator CRM. Add to that integration with Xero Accounting and you have*

*access to your business from anywhere you can connect to the internet – Cloud Computing for the SME business market.*

## OTHER BENEFITS SIMPLY PUT | THREE

**A business owner** can see what is happening in his business at a glance. They can see sales to date and how viable their business is by looking ahead at sales opportunities in the pipeline.

**A sales manager** can see how successful and hard working their sales team are and can even filter down to view individuals performance. They can accurately forecast sales revenue.

**A marketing manager** can bring disparate databases together and easily manage them from one place. They can manage online marketing campaigns, create newsletter and email templates, control who can use and edit these templates, monitor response rates right down to the time the email was opened, and manage customers who do not wish to receive email.

**A sales representative** can manage all customer communications directly through the CRM with an easily visible list of the history of contacts and conversations. There are filters which allow them to view work to be completed that day, that week and next week all driven through follow-up dates. It makes management of a busy sales schedule simple.

***Increase sales rep productivity!** Allow them to have an up to date accurate view of every communication with your customers at the touch of a button, from wherever they are.*

**An accounting person** has the value of every activity above when they have been allocated full security access as well as having full integration from Communicator CRM into the Xero Accounting package.

**A customer services person** can easily check what communications and conversations have taken place with a customer or supplier.

Customer support costs can be reduced by having everything summarized and handy.

*If your role covers business, sales and marketing management this system has you covered! It will put you in control so you never have to worry about forgetting to follow-up that very valuable sales enquiry.*

Additionally it allows a business to have their workflow represented in their technology system so everyone follows key processes. By automating manual processes through the CRM you can streamline routine tasks, eliminate redundancy and ensure accuracy. For example you can notify your sales team to follow up on leads immediately, alert reps to contact opportunities at key points in the sales process, or quickly move contracts through the sales process as criteria are met. This allows you to streamline your business without compromising accuracy. Automating processes helps ensure orders are filled, leads are followed up and your customers get the attention they deserve.

## EXTENDING THE SYSTEM TO FULL BUSINESS MANAGEMENT | FOUR

Enform embraces a culture of innovation and it is this innovation that has led to the extension of the Communicator product. Communicator has additional modules such as a mini CMS website with eCommerce functionality and the ability to showcase products through a listings module. There is also comprehensive locations filtering that allows a business to manage multiple franchises from a master system, this puts the power back in the owner's hands as he who owns the customer information holds the key to future business success. Just think what a business loses when a staff member walks away with all their customer contact details, numerous examples of this exist in business today.

Two large Top 10 Holiday Parks came to Enform with several business management challenges. One wanted to be able to have the ability to remotely control operational management. Software which was accessible through the internet was the perfect fit. Enform worked with the Parks to write custom Communicator software modules to help them monitor and manage their businesses. Data collection over time

has allowed analysis and review, enabling the setting of valuable KPI's for business benchmarking. It ensures delivery of higher standards of service and quality. Examples of some of the specialist modules are; Housekeeping Quality Control, Manintenance Management, Checklist for Park Operational Procedures, Inventory Management, Project Management and Meter Reading Management.

## IN CONCLUSION | FIVE

No matter what your business is, whether it's a small or a medium size enterprise, taking control by putting smart business systems in place is a great way to give you a better chance at financial success and longevity of operation.

Furthermore by embracing leading edge technology advancements like software delivered through the internet (Software as a service and Cloud Computing) you free up valuable assets in IT infrastructure by reducing requirements for hardware and software. You also save on support by reducing reliance on people, giving you back time to concentrate on your core business functions whilst still giving you access to all the data you need, when you need it, from any location. It's a smart choice – Communigator CRM integrated with Xero Accounting.



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