

Summary:

Rules-driven branch dynamic scripting - Easily configurable for simple and accurate call handling

Inbound and outbound - Handle any incoming and queue-driven outbound interaction

Effectiveness tracking - Master questions and cross-correlation show you what scripts work and why

Browser-based and easy to use - browser-based for easy deployment and low-cost training

Real-time productivity tracking - Enhance staff performance motivation on-the-fly

Branched dynamic scripting inbound and outbound - Create custom qualification and triage scripts to provide consistent messages and service flows.

Flexible active follow-up and scoring - Script scoring is built-in to drive tasks, emails and other user-defined activities.

Customizable & CTI ready - Show exactly what you need from any system and hook it up to any major CTI interface

Key Features:

- Scripted, rules-driven presentation and scoring
- 100% Integrated with Microsoft CRM
- 100% integrated into all Powertrak CRM modules including tools
- Maximum service at the lowest cost, instant ROI

Powertrak Call Center

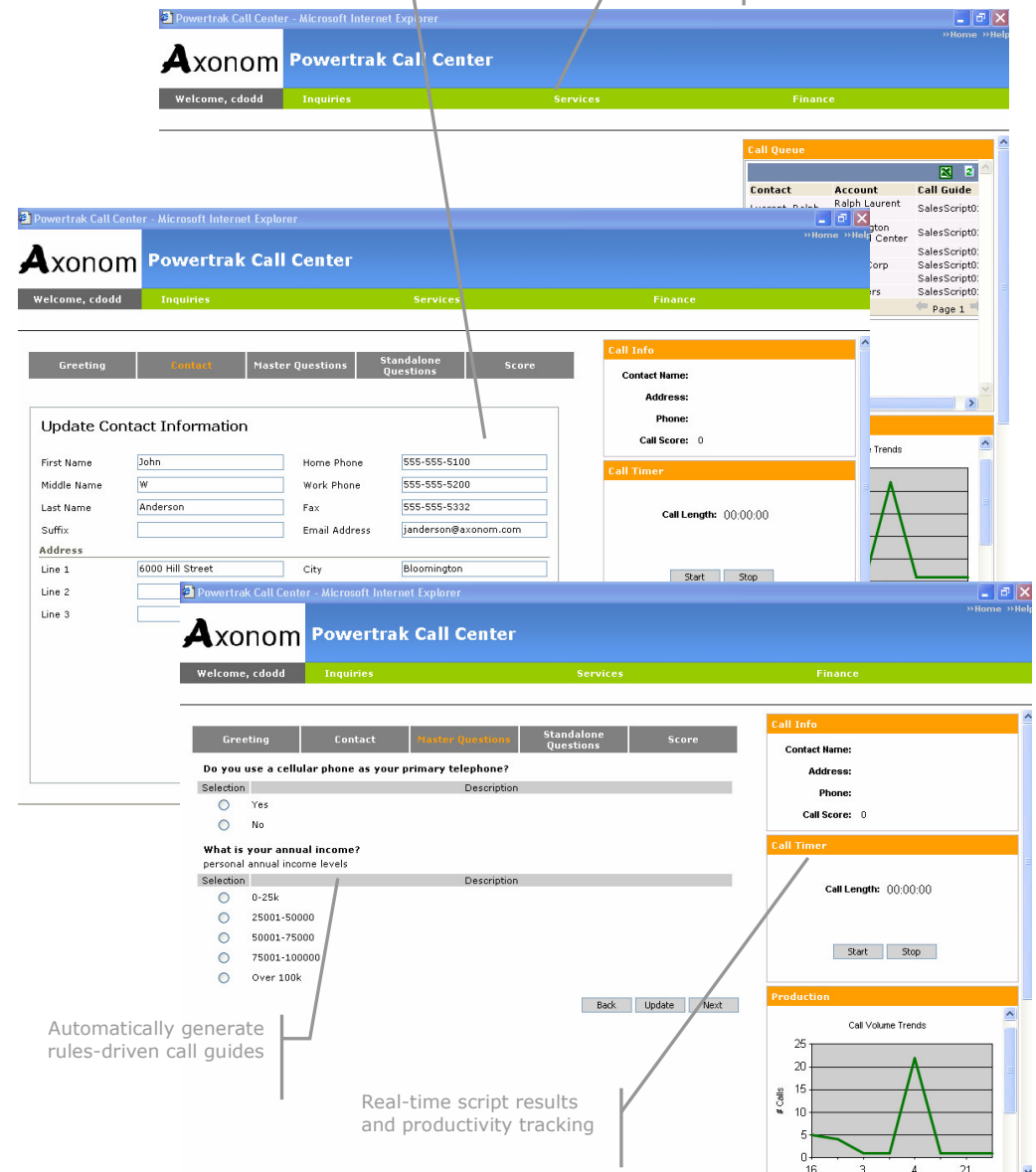
Efficient call center interaction requires simple question/answer presentation, in-line consolidated account information and streamlined follow-up communication.

With the Powertrak Call Center module, you can easily qualify leads, run campaigns, close the loop on sales opportunities, handle support and manage service requests inside and outside your organization.

Since it is browser-based, it is easy to deploy and easy to train new users. You can handle more transactions at lower cost while improving overall service for partners and customers.

One screen for everything your agent or rep needs. No navigating to multiple forms to get the complete picture

Easily create and manage scripted communications for any business process



The screenshots illustrate the integrated interface of the Powertrak Call Center. The top navigation bar includes 'Welcome, cdodd', 'Inquiries', 'Services', and 'Finance'. The main content area is divided into several functional sections:

- Call Queue:** Displays a list of contacts with columns for Contact, Account, and Call Guide.
- Call Info:** Shows contact details such as Name, Address, Phone, and Call Score.
- Call Timer:** Displays the Call Length (e.g., 00:00:00) and includes Start/Stop buttons.
- Production:** Features a 'Call Volume Trends' line graph showing the number of calls over time.
- Update Contact Information:** A form for entering contact details like First Name, Middle Name, Last Name, Suffix, Address, Home Phone, Work Phone, Fax, and Email Address.
- Master Questions:** A section for asking questions to the caller, such as 'Do you use a cellular phone as your primary telephone?' and 'What is your annual income?'. It includes radio button options and a description field.

Navigation buttons like 'Back', 'Update', and 'Next' are visible at the bottom of the interface.

Automatically generate rules-driven call guides

Real-time script results and productivity tracking

Product Details

Browser-Based, Queue it Up and use it from Anywhere	<ul style="list-style-type: none">• Because the system is built using simple web technology, you have complete flexibility to use the system anywhere, anytime with little training.• The module supports multiple calling queues; functions for both inside and remote personnel, and can handle multiple locations.• Costs are significantly reduced because you can run more transactions with less staff.• Improve your mind-share with customer and partners – increase the time they spend buying and using your products instead of waiting for callbacks.
Customer and Dealer Support Management	<ul style="list-style-type: none">• If you have multiple sales channels, or manage a lot of customers, providing a consistent customer service experience is a major challenge.• Powertrak Call Center improves customer response times and enables you to support your partners and customers more effectively, with more consistent results.• Managers also get accurate real-time activity tracking and detailed reporting.
Branch Dynamic Scripting	<ul style="list-style-type: none">• Rules-driven presentation is built in a simple non-programmers interface.• With tagged questions, stored answers and access to complete customer and product profiles, the caller can see prior call notes and all critical facts to personalize each contact.
Sales Lead Qualification, Scoring and Routing	<ul style="list-style-type: none">• Instantly score and qualify your leads based on dynamic script results.• With Powertrak you can route leads and follow-up to inside sales To-Do Lists, or send them to partners via the Powertrak Portal or email for quick follow-up
Built on Microsoft CRM	<ul style="list-style-type: none">• Microsoft CRM provides a safe path for scalability, integration, and business value based on Microsoft .Net and Web Services architecture.• Powertrak is built as an enhancement to Microsoft CRM and uses the same tools and shares the same data.
Enhanced Marketing, Customer Service and Support	<ul style="list-style-type: none">• Call Center supports closed loop marketing selling and servicing in one system.• Call Center Support staff can script all service issues and communicate results in real-time, even escalate incidents on the fly.
Integrated with Powertrak eCRM, Messaging and CTI for Instant communication	<ul style="list-style-type: none">• Personnel in every department can see the complete call history and exact script replies for their accounts.• Supports advanced notification such as email notification while on the road.• Add optional Computer Telephony interfaces to the system to streamline all phone handling in your call center.
Audit Trails	<ul style="list-style-type: none">• Every transaction and file maintenance action is stamped with time, date and user ID for problem resolution and maintenance control.
A Complete, Enterprise CRM Solution	<ul style="list-style-type: none">• Add Powertrak Industry Solutions for Financial Services-based organizations, High-Tech companies, and Member-based Associations,• Add Core modules for Advanced Marketing, Technical Case Management, Product Configuration.• Build your own custom modules using the Powertrak Toolkit to provide a complete one-stop solution.

Powertrak is designed to meet the needs of specialized industries and Microsoft centric mid-size organizations.

For more information visit us on the web at: <http://www.axonom.com>



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