SALES LIFE CYCLE SOLUTIONS TO MANAGE MARKETING, SALES & CUSTOMER RETENTION

FirstWave brings you six sales life cycle solutions for marketing, sales, and customer management efforts. Choose any or all that meet your needs.

‣ **Wave Marketing Module**™ to create, manage, and track marketing campaigns

‣ **Wave Sales Module**™ to track and manage sales activities, tasks, opportunities, and contracts

‣ **Wave Customer Module**™ to manage customers for upsell opportunities to increase sales and revenues

‣ **Wave Support Module**™ to deliver outstanding support and retain customers

‣ **Wave Customer Portal**™ to streamline customer contact and use of services

‣ **Wave Market Feedback Module**™ to connect the customer experience to service development

Marketing Module: Define, Execute, Manage Marketing Campaigns and Score Leads

Our Marketing Module helps you execute, manage, and track campaigns so you maximize return on your marketing investments.

Score leads and send the hottest ones to sales for immediate action and quicker sales results.

You determine scoring rules and track lead scores for each campaign or event. Maximize your sales resources by focusing attention on those most likely to buy. Avoid wasting time on warm leads. Nurture them so you'll be first in mind when they are ready to buy. Manage goals, budgets, and expenses, and combine multiple events to form one campaign. Score email campaign leads based on pages viewed. Score event leads based on registration, attendance, and expressed interests. Develop a profile of campaigns and events that consistently lead to sales.

Sales Module: Track Opportunities and Drive More Sales Through Your Pipeline

Our Sales Module helps your team manage opportunities, forecast revenues, and close business.

Track leads and opportunities to maximize your sales resources. Manage your pipeline to act on the hottest leads immediately and nurture warm leads so you are first in mind when they are ready to buy.

Launch the application from Outlook to tie activities to results. Easily create leads and opportunities without leaving Outlook. Track emails sent and received by the sales team. See results via real-time reports, including win-loss analysis,

pipeline movement, lead incubation and loss, and activities by sales staff. Close the loop on previously disconnected activities.

Customer Module: Manage Customers for Retention and Upselling Opportunities

Our Customer Module™ helps you upsell by tracking activity, segmenting, and continuously engaging customers.

The application brings you a 360-degree view of customer activity and details. Track contacts for each customer including details and activities. Keep customers up-to-date and accessible throughout the relationship.

See performance results via real-time reports, including activity by agent, customer information, and customers with issues.

Support Modules: Support, Customer Portal, and Feedback Modules to Retain Relationships

Our Support Module helps you manage and promptly resolve customer issues to build strong relationships and retain valued customers. The application tracks contracts, cases, service-level agreements, entitlements, and warranties so you keep them up-to-date and accessible for service and support disciplines.

Avoid support problems by automatically translating detailed account information into easy-to-read reports. Identify trends in the support function and flag areas for improvement. Reduce response times by providing easy access to a robust, full-text search knowledge base for accurate and timely troubleshooting. Simplify cases and activity tracking through integration with Microsoft Outlook.

See performance results via real-time reports, including activity by agent, case status, upcoming contract renewals, customer information, customers with issues, and more.

The Customer Portal provides a secure log-in to view key account and product information, enter support cases, and track resolution status. Understand customer interests, get real-time feedback, and reduce overall costs.

Our Market Feedback Module closes the loop between customer support and development, illuminating product issues and allowing you to proactively address customer needs. Get direct feedback from customers on desired enhancements, keeping your development team in tune with the marketplace.

For detailed information on any of our sales life cycle solutions, please contact us at 1-800-540-6061 or info@firstwave.net

www.firstwave.net