

RELATIONSHIP ANALYTICS FOR SUGARCRM

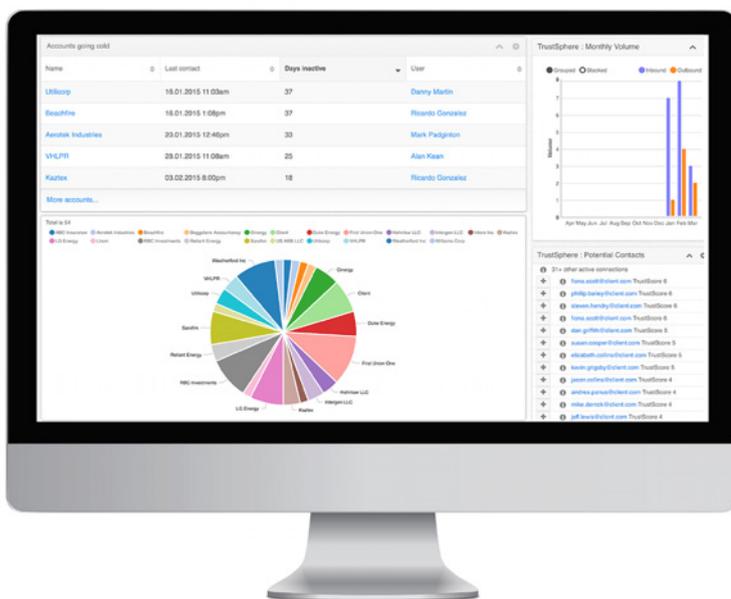
PUTTING THE 'R' INTO CRM

Sales is the lifeblood of a company. Enabling sales teams and management with the right tools and data to increase effectiveness remains a constant challenge. CRM systems were intended to deliver a single customer view, however they have been hampered by the lack of quality data; sales teams primarily operate via digital interaction tools and habitually neglect to reflect that activity in the CRM.

If that CRM system could consume multiple complete streams of rich, timely and relevant data, the potential to elevate the customer experience across your enterprise

would be ground-breaking. TrustSphere combines with SugarCRM to offer just that, by providing previously unavailable levels of real time insight into the true communications activity between your organisation and your customers and prospects.

TrustSphere analyses email and voice interaction meta-data and then automatically integrates the resulting analytics with SugarCRM. This not only gives a more timely and accurate picture of sale activity, but also allows for broader visibility of overall account connections.



TrustSphere's Relationship Analytics for SugarCRM is a complementary solution designed to work easily and seamlessly as part of SugarCRM

Finally, providing a real time health check on your customer relationships.

ENHANCING SALES PERFORMANCE AND SALES ENABLEMENT IS A CONSTANT CHALLENGE. TRUSTSPHERE ADDRESSES THIS BY PROVIDING A SALES REPRESENTATIVE A 360 DEGREE VIEW OF THEIR ACCOUNTS.

Identifying exactly which accounts and opportunities are being neglected, sales leaders can more effectively manage pipeline and renewals. This ensures revenue maximisation whilst preventing revenue loss. TrustSphere takes the 'guess work' out of managing sales team activity.



Never being blindsided

View your company and clients' entire messaging history, within the CRMs. Never be blindsided at a meeting, without your knowledge of unknown interactions.



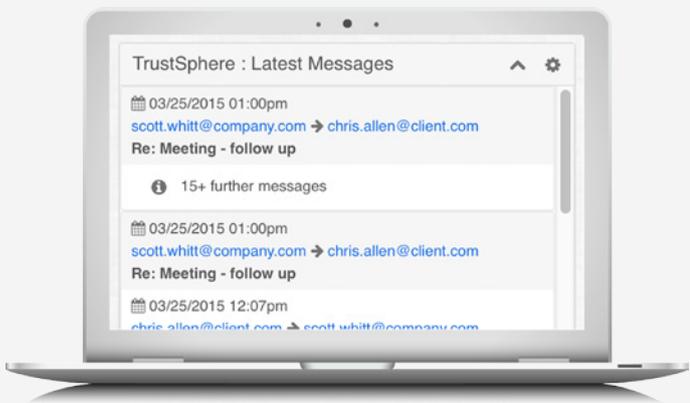
Preventing Revenue Leakage

If you are not in regular contact with your client, someone else probably is! Relationship Analytics identifies 'red flags' to help you take action before it's too late!



Improving Sales Handover

The typical sales organisation loses between 15 - 20% of its team every year. Transferring relationship data to a new Account Executive is priceless.



Whilst CRMs have proven an extremely valuable repository of activity and progress, the manual nature of data entry has meant Sales Managers and Sales Teams are often working from incomplete or out of date data.

TrustSphere's technology can be used in compliance with major privacy laws and regulations and adheres to major security standards.

TrustSphere plugs the gap so that you are never blindsided, ensuring a coordinated corporate customer dialogue.

For more information, please contact Loaded Technologies at 0282822900.