

Conferenceware

Integration with Commence

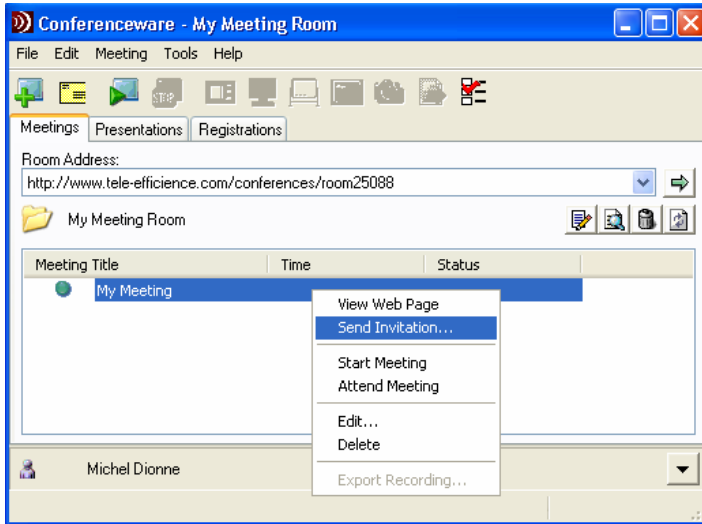


Tele-efficiency)))

Tele-efficiency is committed to helping our clients save their time, improve their synergy, and lower their traveling expenses. We offer superior WEBconference services at a fixed price under the trademark *Conferenceware*, integrated with most CRM applications and with Skype. Its interface is personalizable to the company. What's more, you can enjoy a free 30-day trial! Thereafter, you can continue enjoying the benefits of *Conferenceware* with a quarterly or an annual service contract.

From Conferenceware

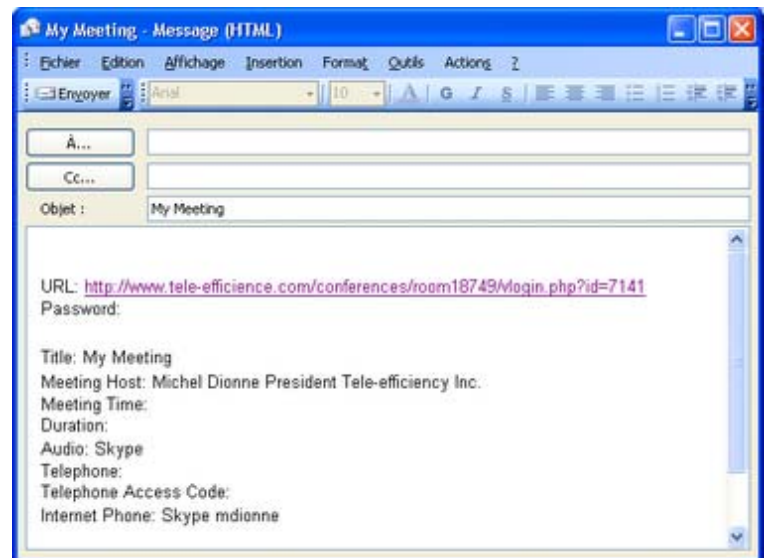
Conferenceware integrates with *Commence* as your email client per default or via Outlook. In fact, it generates automatically the data for an invitation; description, agenda and voice broadcasting mode, in the template of a new email.



You invite the participants by sending an hyperlink to conduct them directly to the meeting. Click with the right button on the meeting's name, when selected the letters of the name will become grass and select *Send Invitation*.

Through your email client software

The information required by the participants, like the hyperlink to get to the meeting, the time and date, the necessary password, if that is the case, are already in the email information that opens within *Commence* or Outlook.



Therefore, you only have to select people you want to invite amongst your contacts. Consequently, a copy of your invitation is saved with each contact file in *Commence*.

To Commence

eCRM



Tele-efficiency helps its clients to save time, improve their synergy and lower their travel expenses.

Offers WEBconference services at a fixed rate, under the trademark Conferenceware, integrated with CRM applications and with Skype. The greeting is customizable for each client's company image with their logo. Also offers a free 30-day trial period followed by a quarterly service contract or yearly.

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Introduction

The Customer Relationship Management is first of all and before anything else, a business strategy technologically supported and not the other way around. It consists on identifying the value of the clients, to keep them, develop them and get new ones. In this perspective, the prospecting of acquiring new clients begins with [WEBinar](#) while sales in itself, especially the presentation to prospects, is done in [eSales](#).

Preparation

Make the difference between the development of current clientele and market prospecting. In the first case, contacts are identified and are established in the client's account. Therefore, is convenient to organize a presentation since Conferenceware automatically generates the information required for an invitation, the description, schedule and the mode for voice broadcasting within the format of a new message. From there, you just have to select the persons you want to invite among your contacts. Consequently, a copy of the invitation is saved in each of your contact's file, in your CRM software. In the case of prospecting by [WEBinar](#), the list of registered persons is imported in CSV format in order to automatically build contact information in your CRM software.

Progress

The objective of commercial presentations is usually to get information regarding the prospect's business problematic and to identify the persons with power among the organization that have the weight to make the buying decision making. Is through the interactive questionnaire that is possible to evaluate the preoccupations in terms of problems along with the buying criteria of each of the persons influencing the process. While meeting with them, you are able to identify each person's role within the acquisition, user, evaluator, and their level of knowledge, beginner or expert as well as their attitude: ally, neutral or hostile. In the case of acquired clients, the interactive questionnaire is precious to evaluate their loyalty particularly their disposition to make referrals.

Follow up

The report of a reunion indicates not only the participants but also the answers they have provided to the questions submitted: problems, retained buying criteria, loyalty index. From there, you should be able to prepare a differential proposal, showing by the grade of pertinence, your understanding of the client's needs. Moreover, by recording a meeting, in which voice and image are synchronized, it can be replayed to check the fine tuning and be kept in the file as an attachment to opportunity.

Integration Features

Commence includes many features used for integration with desktop productivity applications, such as Microsoft Office, with other applications or database software to automatically exchange information, or with the Internet or your internal intranet.

Outlook Integration

Logging Outlook E-Mail

E-mail integration with Outlook has been streamlined to simplify the storing of email messages to a Commence database, to improve the display of stored email messages, and to provide a means for capturing and managing attachments within Commence. Users can store and view their Outlook E-mail in Commence. Supported features include:

- One-button logging of email messages into the Commence database
- Stores original message in rich-text or HTML format along with attachments
- Works with incoming and outgoing email

Synchronizing with Outlook Contacts and Calendar

The synchronization feature provides the ability to share information between a Commence database and Microsoft Outlook® 98, Outlook 2000 or later versions. Information is shared by two-way synchronization between Commence and Outlook using the **Tools -> Outlook Sync** menu command. This synchronization copies information added or modified in Commence into Outlook, and then copies information from Outlook and adds or modifies the items in Commence.

This feature enables Commence users to share Contacts and Calendar information resulting in a comprehensive calendar and address book in both applications. In addition to sharing information, Microsoft Outlook's group scheduling features can be accessed directly from within Commence using the **Tools -> Schedule Meeting** menu command.

Scheduling Meetings in Outlook

The **Tools -> Schedule Meeting** command in Commence can be linked directly with Outlook. This allows users to schedule group meetings using the scheduling feature in Outlook.

Using the Commence Address Book

In some cases, it may be preferable to simply lookup email addresses in Commence without actually synchronizing all your Commence data to Outlook. Configuring the Microsoft Exchange Address Book preference creates an external Commence Address Book that can be accessed from within Outlook.

Word Processor Integration

Commence includes macros for integration with common word processor software. These macros enable letters and mail merges to be created automatically, using information from the Commence database.