

Conferenceware

Integration with Onyx



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.

ONYX EMPLOYEE PORTAL

CRM YOU CAN DEPEND ON

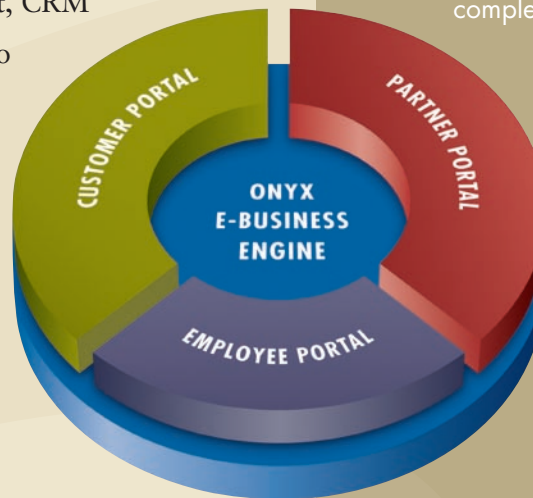
CRM initiatives can be challenging for even the most effective organizations. To do it right requires a unified approach that combines strategy, sound business processes and a manageable technology. Done right, CRM offers organizations a powerful solution to effectively attract and retain highly satisfied customers, drive revenue and neutralize the competition. CRM success all depends on the choices you make.

Fortunately, the choice is clear.

ONYX EMPLOYEE PORTAL

Onyx Employee Portal is a thin-client Customer Relationship Management (CRM) solution that gives sales, marketing and service organizations a centralized workspace for exceptional customer management — ultimately increasing the effectiveness of every interaction throughout the customer lifecycle.

Onyx Employee Portal delivers the technology and functionality needed to take action by intelligently triggering activities and events that drive business processes. Through an easy-to-use web interface you can better manage customer information enabling you to create account plan strategies, forecast new sales opportunities, conduct precisely targeted marketing campaigns, and rapidly respond to customer service inquiries.



Onyx Employee Portal is the flagship product in the Onyx Enterprise CRM application suite that helps manage the complexity of customer and partner relationships. Through three audience-specific portals, Onyx Enterprise CRM delivers scalable, web-based solutions that more effectively drives CRM strategies and processes throughout the organization in order to optimize revenue while delivering an exceptional customer experience.



INTELLIGENT CALL SCRIPTING TO GUIDE EFFICIENT INTERACTIONS

Onyx can also be used to create intelligent call scripts that guide dialogue on activities ranging from cross-selling to service interactions, fundamental to inbound and outbound contact center organizations. Call scripts assist agents in real-time decision making by embedding intelligence—merged conversational prompting, dynamic header/footer information, and step branching—directly into the script to ensure the quality of interactions. Scripts are easy to use and can be paused or reassigned as the situation requires. Scripts are easy to design and modify, so that a business analyst can add or change a call script when needed.

YOUR CENTRALIZED WORKSPACE FOR CRM SUCCESS

With Onyx, fast access to critical information is never more than a click away. Designed with usability in mind, Onyx Employee Portal offers a single workspace to access all the information you need to achieve results. Within a single, unified interface, Onyx Employee Portal centralizes all critical customer data, along with relevant information from other business applications, giving you instant access to the tools you need to maximize your effectiveness.

Incorporate relevant content

With seamless integration of Internet content, information such as corporate profiles, market research and other relevant data is instantly at your fingertips—without ever leaving Onyx’s portal interface. And through Onyx Employee Portal, you can integrate other productivity tools, such as web collaboration, product configuration, knowledge bases, expense reporting and much more.

Personalized “Views” for the way you work

Through the administration console, Onyx Employee Portal delivers powerful tools to customize “personal views” of the CRM system based on the differing needs of departments and individuals. Through roles-based configuration system administrators can expose only information and tools relevant to the job at hand.

But personalization isn’t only in the hands of IT. With OEP you can tailor your individual Onyx experience. Through the interactive viewing window you control your customer information, define what you want to see, and remove from view the data that is

of less importance. Your personalized Homepage displays “top 10” lists for your specific contacts, incidents, tasks, and work tickets based on your prioritization. Efficiency tools such as the record preview pane present summary information without having to open the record. With Onyx, you define your unique view and work the way you want to work.

Manage and simplify customer email interactions

Onyx email management tightly integrates OEP with common email systems like Microsoft® Exchange and IBM® Lotus/Domino so you can seamlessly send and receive emails and track them against customer records. You can streamline and standardize both one-on-one and group alias customer interactions resulting in more efficient, consistent email communications.

In addition, you can choose how you want to interact with email based on how you work—manage email interactions within Onyx, or work within the corporate email application. If you choose to conduct your email interactions from within Onyx, you have all the capabilities to compose professional messages, include attachments, and use merge templates for consistent customer communications.

Whether you use the email capabilities in Onyx or your corporate email system, the emails are stored and tracked within the Onyx system. As a result, multiple users can view and access the email content. It is also easier to view, filter and search for emails from more areas of Onyx and easier to see a continuous threaded dialogue of all channels of communication in chronological order.

OPEN CRM PLATFORM BUILT TO PERFORM

Onyx’s Internet architecture has set industry standards with extensive use of XML for ease of integration and Web services for interoperability. Because it is built on standard Internet technologies, our CRM platform is highly extensible—dramatically reducing the time and complexity of customizing and implementing your CRM application and integrating it with the rest of your business environment.

Onyx delivers a certified reliable platform to deploy CRM across the organization. With features such as dynamic load distribution, automatic fail over, caching services and rolling upgrade support, Onyx ensures that your organization’s productivity never skips a beat.

INTEGRATED SOLUTIONS — ONYX ENTERPRISE CRM

LEVERAGE THE POWER OF AN INTEGRATED CRM PLATFORM

Onyx Enterprise CRM is a single, unified application built upon a flexible Internet architecture with three audience-specific portals: Onyx Employee Portal, Onyx Partner Portal, and Onyx Customer Portal. Onyx Employee Portal provides a centralized workspace for sales, marketing, service, and support organizations to unite around the customer lifecycle. Onyx Partner Portal promotes collaboration and drives sales efficiencies with key partners. Onyx Customer Portal integrates your website with the rest of your customer-facing operations. Companies large and small have successfully deployed Onyx Enterprise CRM, which leads the industry by efficiently scaling from 50 to thousands of concurrent users.

FEATURES AT-A-GLANCE — ONYX EMPLOYEE PORTAL

Marketing Capabilities:

- Campaign management
- Campaign analysis
- Target list management
- Permission marketing
- Product tracking
- Surveys
- Customer profiling
- Collateral and literature fulfillment
- Workflow
- Business process automation

Sales Capabilities:

- Opportunity management
- Pipeline management
- Quotes and proposals
- Win/loss analysis
- Sales team management
- Forecasting analysis
- Channel management
- Reporting and analytics
- Email management
- Workflow
- Business process automation

Service Capabilities:

- Service/support request management
- Service/support escalation
- Queue management
- KnowledgeBase
- Online service inquiries
- Quality management
- Computer Telephony Integration (CTI)
- Intelligent call scripting
- Email management
- Workflow
- Business process automation

Companion Onyx Products:

- Onyx Customer Portal
- Onyx Partner Portal
- Onyx Knowledgebase
- Marketing Encyclopedia™
- Onyx Address Correction and Encoding (ACE)

CALL TODAY FOR MORE INFORMATION

For more information call us toll-free in the United States or Canada at 1-888-ASK-ONYX. For international, contact your regional sales office or call USA 425.451.8060. For information online visit www.onyx.com.



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