

White paper on eTraq

eTraq is a Customer Relationship Management (CRM) software that allows you to track emails exchanged between your organization and your customers and run focused e-marketing campaigns. The emphasis is on optimizing opportunities by building lasting relationships.

Need for eTraq

In the current marketing scenario, over 75 % of business communication is done through emails. While email offers a cheap and quick way to communicate, only the receiver and the sender are privy to the contents, unless either of them decides to send a copy of the mail to you. This equation leaves a lot of loopholes and results in miscommunication and many lost opportunities. A need was felt for an intelligent software that would let you know for a specific subject, what correspondence was and is being exchanged between a customer and your employees. eTraq provides a solution for this need.

What eTraq does for you

eTraq provides an enterprise-wide view of your customers across the email communication channel. It seamlessly integrates with your existing email/SMTP server and provides a gateway for your sales, marketing and service functions with the business world. And all this is performed in real-time.

eTraq performs the following tasks:

- Provides an integrated communication and customer information flow between your service, marketing, and sales departments.
- Allows you to instantly retrieve details about specific customer interactions
- Allows instant access for your service, marketing, sales and other functions to the same data.
- Scales up to meet the rising demands of thousands of users and millions of customers
- Allows you to generate qualified leads from the marketing efforts
- You can profile and segment your customer base, so that you can deliver focused promotions and communications

- Allows you to quickly identify targeted campaign opportunities, including cross-sell and up-sell opportunities, by analyzing purchase patterns
- Allows you to efficiently score leads, distribute them and follow-up appropriately
- Keeps track of customer inquiries received via email every day and segregate emails that your personnel have attended and those that are still pending
- Tracks status of the customer correspondence in real time
- Notifies the managers about emails that have not been replied to or inquiries older than a specified time

Completely server-based solution

eTraq provides a single-point setup. It does not require a client installation or other software. It comes equipped with its own database server and a webserver to manage its database and user interaction. By being a server-based solution, it offers you the following advantages:

- Ease of installation and maintenance: Installation as well as updates or patches need to be deployed to only a single computer. Allows for centralized management, reduces expenditure on client licenses and saves time.
- Inbuilt database to manage the data storage needs. You do not need to invest in additional database softwares
- Client-Server based Technology. Uses a web-browser for all client interaction needs. Can easily be used in a heterogeneous network.
- Supports all Email/SMTP Servers. Blends seamlessly with your existing infrastructure.

Get closer to your customers

In today's world, retaining customers is more difficult than getting new ones. This could happen for the following reasons:

- Large volumes of complex requests in a world of labor shortages and high costs associated with each incident
- Limited communication options that result in long waits, causing high call abandonment rates and missed service level objectives

- Hard-to-access, often geographically dispersed information about customers, partners, and suppliers and their varied interactions
- Costly, routine, and repetitive inquiries because users cannot easily find answers themselves
- Inconsistent, ineffective service provided by agents handling thousands - even millions - of interactions

Benefits of using eTraq

eTraq provides the following benefits:

- Better customer support for technical problems.
- Better sales co-ordination.
- Helps you track response times to customer emails
- Shrinks the cost and time it takes to execute a personalized and targeted campaign
- Tracks the performance and RoI of your direct marketing efforts
- Reduces marketing costs by automating traditional back-office lead management marketing functions, such as lead qualification, lead distribution, event and seminar registration and follow-up, collateral management and distribution, etc.
- Gets demographic profiling of your customers.
- A transcript of each interaction is emailed to the customer. By providing a solid record for future communication, the transcript builds customer retention rates.

How eTraq helps in Marketing Campaigns

Leading companies from both B2B and B2C industries - including financial services, retail, high-tech, communications, transportation and others - are turning to CRM applications to add power and breadth to their marketing efforts. eTraq helps you become more efficient and focus your direct marketing and relationship-building efforts, across all channels.

eTraq does this by analyzing customer behavior to identify targeted marketing opportunities and campaigns, as well as by executing, managing and measuring these campaigns. This allows you to more effectively drive revenue, build loyal relationships and reduce costs.

eTraq helps your marketing efforts by:

- Sharing a global view of the business relationship among enterprise staff, customers, partners, and suppliers.

- Managing each user's individual view to deliver the information needed to successfully resolve business issues, while ensuring the security of valuable enterprise data.
- Updating your customer profiles in real-time
- Automatically responding to or suggesting responses to incoming customer e-mails based on their content
- Managing requests and orders from anywhere within the company so that geographically dispersed agents can view and administer all information related to a specific user, such as profile information, purchase and service history, and escalation or reassignment activities
- Mail-merge feature allows for personalized email delivery utilizing existing database information

Gauging Success of Marketing Campaign

When your company wishes to launch an e-sales promotion, you need to send mailers to a specific group, find out how many persons open the mail and how many respond to them. eTraQ manages your sales campaign in the following ways:

- Real-time operational reporting and batch-mode campaign performance analysis of the email traffic
- Responses, click-throughs, purchases, revenues, opened emails, bounced emails, event registrants, leads by qualification score, survey results, etc.
- Identify campaign tactics that will help improve performance of future campaigns
- Watch your subscriber count grow
- Find out how many subscribers opened your emails
- Know which emails result in the most visits to your website
- Compare your results with other small businesses
- Track bounced messages and auto-update your marketing list.
- Real-time reporting tools deliver up-to-the-minute analysis and status of message volume and performance as well as click through and conversion tracking that measure the effectiveness of cross-sell and up-sell offers.

Secure your information

Departmental hierarchy capabilities that ensure request routing, reporting, and information administration to the finest detail are managed according to your best business practices and organizational structure, and sensitive information is appropriately protected.

eTraq provides a real-time window into all the activities within the contact center including data from different departments, the number of messages, message state, service level information, and details of individual agent activity to facilitate effective day-to-day decision-making. An extensive analytic and reporting infrastructure to support long-term business decisions so you can extract trend data to make intelligent choices for staffing, training needs, improvements in contact center policies and procedures, as well as share information with other departments for possible product enhancements

Enhance your customer service and customer support

eTraq turns your company into a customer driven enterprise. Customers will ‘repeat’ only when they are attended to promptly and effectively. eTraq helps your customer support to be better organized, prompt and effective in the following ways:

- Problem capture, tracking, escalation and resolution
- Creating a Knowledgebase that can be shared between users
- Contract management by providing for individual response times
- Support team management
- Contact center productivity and performance analysis
- Quality management
- Efficiently escalate customer requests
- Single-window access to any particular customer on any particular type of problem or thread of communication

Archive your emails and the communication history

eTraq stores the content of the emails being exchanged in its repository. This allows you to recover lost opportunities and also allows you to know details of mails exchanged with a customer by your employees, by simply accessing the repository through eTraq's web interface.

- A complete email message archive with customer, contact and other important details for customer service reference or legal compliance
- Easy retrieval of specific communication history of an employee, customer or agent.

Administer your data effectively

eTraq allows you to better manage your data. This can be performed by:

- Building an email database
- Collecting visitors' email addresses
- Importing names and email addresses from in-house lists
- Automating list management
- Delivering Permission-based - Not SPAM – email

Mass Email Marketing Templates

eTraq provides a variety of templates that allow you to quickly launch a mass marketing campaign. Templates are available for:

- Newsletters
- Promotions (including Holiday & Seasonal)
- Announcements
- Press Release
- Customer Letters

Contact us

We offer 24x7 support to our customers through e-mail, telephone and Chat.

Chat Support

- Chat with our support team at 'escanchat' using: AOL; MSN or Yahoo messenger service.

E-Mail Support

- If you have any queries about our products or have suggestions and comments about this guide, please send them to support@mwti.net:

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