



## Helping you get a whole lot smarter about your customers

**Providing good customer service is just plain smart. These days, it almost goes without saying that keeping customers is as important as gaining new ones. That's one reason so many smart companies use SalesLogix Support to serve and support their existing customers.**

**Well, SalesLogix Support just got smarter with SalesLogix KnowledgeSync and Integrated Service Alerts!**

SalesLogix KnowledgeSync is a powerful add-on that monitors your business data and systems for critical information and conditions, then automatically takes action based on what you've told it you want done when those criteria are

met. It alerts key personnel to potential opportunities or trouble spots, automates routine tasks so your people are free to tackle the extraordinary, and responds to incoming e-mail messages.

### **Get more efficient customer support**

With SalesLogix KnowledgeSync, you may also choose Integrated Service Alerts—another option designed to meet needs specific to many service and support operations.

Together, SalesLogix KnowledgeSync and Integrated Service Alerts make your customer support more efficient and effective, improve customer interactions, reduce costs, and—not coincidentally—boost your bottom line. You'll benefit, too, with more satisfied customers and better performance on your service agreements.



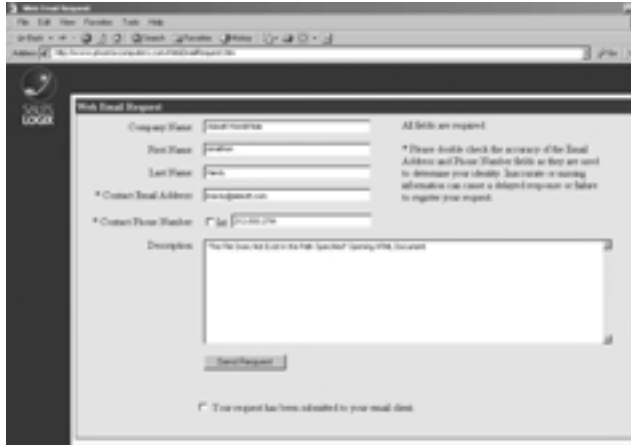
**SALES  
LOGIX**

CRM made easy.

From the makers of ACT!

### Enhance interactions with your customers

Support is all about how well you interact with your customers. You want them to get top-notch service that keeps customers coming back for more and generates positive word-of-mouth that draws new customers in.



Capture customer service requests and automatically create tickets—increasing service efficiency.

With Integrated Service Alerts, SalesLogix KnowledgeSync will:

- Help your SalesLogix system automatically analyze customers' incoming e-mail messages, create tickets from them, and eliminate labor-intensive—and expensive—cutting and pasting. And you'll boost accuracy and standardization, too!
- Match follow-up messages with open tickets to help resolve issues rather than have messages just waiting to be noticed.
- Automatically generate messages to customers advising when they can expect to hear back from you—and when their ticket is closed.

### Optimize your team's performance

Of course, it's important to keep your support team working at top efficiency. Integrated Service Alerts helps there, too, by:

- Improving the quality of the information your managers use to make decisions with more accurate data on ticket activity;
- Preserving your service reps' confidential individual e-mail addresses as ISA automatically handles mail routing;
- Resolving bottlenecks and processing problems with automatic notifications to your team when new tickets or defects are assigned, an issue is not being actively worked, or a ticket is getting close to its deadline; and
- Automatically re-assigning or escalating tickets based on criteria you set.

Integrated Service Alerts also connects your support and sales teams with:

- Alerts to salespeople and sales managers when they've been assigned a new account or contact.
- Notifications to salespeople when a service contract for one of their customers is about to expire.



With Integrated Service Alerts, customers receive an auto e-mail confirming that their request has been received.

### Reduce service and support costs

Perhaps the most remarkable thing about SalesLogix KnowledgeSync and Integrated Service Alerts is that they help improve the overall service you provide your customers while reducing your costs by helping you:

- Allocate your resources more effectively based on the information your SalesLogix Support system collects;
- Reduce the costs associated with capturing data; and
- Automate routine tasks for speedier and more efficient workflows.



Increase accuracy and standardization of support data through the real-time capture of tickets and e-mail activity.

### Work smarter, not harder

And when account managers are automatically notified when customers' service contracts are about to expire, your Sales and Support teams work more tightly together.

If that's not smart enough for you, you can go way beyond the great functionality Integrated Service Alerts offers by customizing SalesLogix KnowledgeSync to watch for just about any

condition or data you want—and taking the action you specify.

You'll be miles ahead of trouble! Your service reps will have more time to give your customers the personal attention they deserve! And you'll look smarter than ever!

In fact, we bet you're feeling smarter already.

### Features



#### Integrated Service Alerts helps to:

- Automatically analyze customers' incoming e-mail messages and create tickets.
- Match follow-up messages with open tickets.
- Automatically generate messages that tell customers when you'll get back to them.
- Get more accurate data on ticket activity;
- Resolve bottlenecks and process problems with automatic notifications.
- Automatically re-assign or escalate tickets based on criteria you set.

## About SalesLogix

A fully-integrated customer relationship management (CRM) suite, SalesLogix helps you put customers out front with:

- **SalesLogix Sales** for managing, forecasting, and reporting throughout the sales cycle;
- **SalesLogix Marketing** for managing, tracking, and measuring targeted marketing campaigns;
- **SalesLogix Support** for tracking, managing, and resolving customer support issues; and
- **SalesLogix eCommerce** for developing and managing intelligent e-commerce solutions.

Even better, many companies appreciate that SalesLogix:

- Implements fast in LAN, Web, or wireless environments;
- Is affordable offering a low total cost of ownership;
- Fits how mid-sized companies do business; and
- Is easy to use and designed to be quickly accepted by users.

With the right-sized, right-priced solution designed with you in mind, SalesLogix gives you a much faster return on investment (ROI). SalesLogix...it's CRM made easy.

## About Interact Commerce Corporation

As the leading provider of relationship management solutions for small/home businesses up through medium-sized companies, Interact is renowned for easy-to-use products that implement fast and provide anytime, anywhere access to customer information.

Its products include:

- **SalesLogix**, CRM made easy for mid-sized businesses and used by nearly 4,000 companies. By integrating with leading back-office and e-commerce solutions, SalesLogix affords a complete view of customers.
- Best-selling contact manager **ACT!** used by more than 4 million professionals and 11,000 companies to manage and grow business relationships.

Both SalesLogix and ACT! serve the high tech, real estate, financial services, manufacturing, marketing, consulting, and other industries. Interact products are sold in nearly 60 countries worldwide.

Interact Commerce Corporation  
8800 N. Gainey Center Drive, Suite 200  
Scottsdale, Arizona 85258  
☎ 480.368.3700  
☎ 480.368.3799  
www.interact.com

Europe/Middle East/Africa:  
☎ +44 1753 491000  
Australia/Asia Pacific:  
☎ +61 03 9862 3300  
Latin America:  
☎ 305-629-3151



For more information, go to  
[www.saleslogix.com](http://www.saleslogix.com).

Or contact your certified  
SalesLogix Business Partner.  
If you need to find a Business  
Partner in your area, call  
1-800-643-6400.

To register for a "live" e-demo  
to see how SalesLogix can help  
grow your business, go to  
[www.saleslogix.com/edemo](http://www.saleslogix.com/edemo).

isa

**SALESLOGIX®**