



TrixCRM Campaign Management is an English Query data manipulation system where users will be able to extract and manipulate the data in order to generate list of useful data to cater the needs of that particular campaign.

The system provides the flexibilities for users to execute first preliminary round of data execution by blasting either SMS or email to the potential customer easily without any hassle on the campaign information.

This module caters for planning, tracking as well as closure of each campaign together with the Return of Investment, ROI mechanism embedded in it. Therefore, the campaign manager or campaign designer will be able to view and monitor the progress and updates of each campaign that being designed.

## Campaign Management

Campaign Management is an overall view and also as one stop information for the entire campaign events that have been designed or in the midst of executing. This campaign management allows the campaign designer or campaign manager to have a full understanding on the current workload of the workforce and also the resources being allocated. The full fledged information related on the campaign events are being displayed in an organized manner.

Apart from that, this campaign management allows the designer or manager to identify all the relevant information needed for the particular campaign either tele-scripting or marketing collaterals. Besides that, the campaign management provides budget allocation detail for the campaign event. Of course, the system also does capture all the audit trail of activities that being performed on the particular campaign events.

## Campaign Information

Campaign Information is basically the bird eye view on all the campaign activities or events that have been organized, designed and in the midst of executing the campaign activities. It does provide the current status, total duration, created date and also additional remarks .

It is the area where the campaign designer or manager will be able to determine the parameters of the campaign event such as the plan and also actual events start and end date together with the project type of the campaign activities.

The clarification of the campaign event allow the campaign manager to allocate and manage resources accordingly based on the projects on hand.

## Campaign Fulfillment

The fulfillment portion within the system is used to cater the campaign designer or manager to select the set of marketing collaterals needed for that particular campaign, so that the agents will only be able to view marketing collaterals based on the campaign events they are working on

## Campaign Budgeting

Campaign Budgeting is to allow the campaign designer or manager to view all the allocated fixed and variable cost related to the particular campaign events so the management will know the overall costing per campaign execution

This budgeting could be in the form of:

- SMS Blasting campaign
- Road show /event
- Advertisement
- Brochure / flyers printing

## Close look into TrixCRM

- It is web based solution
- Full blown CRM suites with modular basis
- Empowers latest technology to provide additional cutting edge to client in both operation and marketing
- Enables few touch points
  - ⇒ Telephony
  - ⇒ Email
  - ⇒ SMS
  - ⇒ Fax
  - ⇒ Web self care
- Built in communicator:
  - ⇒ Email notification
  - ⇒ SMS notification
  - ⇒ System notification

## Features within Trix Campaign Management

- Campaign management
- Campaign tracking management
- Campaign information
- Campaign fixed budgeting
- Campaign variable budgeting
- Campaign fulfillment
- Campaign selection
- Campaign distribution
- Campaign SMS blast
- Campaign email blast
- Account and contact management
- Process management
- Reporting management
- Administrative



## Campaign Selection

Campaign selection component is more on the data manipulation section where the campaign designer will be able to manipulate all the desired data from database and translated into useful information for the particular campaign activities

This is the English like query selection criteria section where the campaign designer and campaign manager will be able to create selection criteria statement from the panel or features available. From there, the users will be able to generate the desired information based on the criteria. The system allows user to do a round of SMS or email blast from the generated list.

## Campaign Distribution

Campaign distribution management is one of the features within the TrixCRM Campaign Management where this feature is used to allow the campaign designer to identify records or allocate data to specific users or agents.

The records will tend to be used by the agents or users for marketing or campaign purposes. The distribution of the records can be:

- Randomized distribution  
System will randomly distribute the potential customer data or info to the dedicated agent
- Ascending distribution  
System will distribute the potential customer data or info in an ascending order to dedicated agent

Once the distribution has been performed, agents will be able to retrieve their own dedicated customer information either from the TrixCRM system or through personal email. From here, the agents can perform their own marketing or campaign activities to this set of data being provided to them

## Account and Contract Management

Account and Contact Management has the capabilities to supports a full integrated and detail view of customer information. It's allows you to map the customer organization structure and interlink customer ID with the change requests. This is to ensure a tied integrated mechanism where change requests are closed linked together with the customer.

TrixCRM Account Management provides you the additional capabilities to register and identify with your customers behavior patterns. Providing your organization with key information to engage each individual customer in a more personalized and customized package. This also adds the capabilities for you to identify buyer behavior patterns that could be a factor of segmenting your market

## Reporting

Trix Reporting Management gives manager & operation team the necessary information to manage the business metrics. It also support the file export directly to standard Microsoft suite of application such as Excel, HTML, Rich Text format and etc It also provides the accessibility to:

- Gain complete audit trail
- Comprehensive information into the incidents details
- View graphical representation on desired reports
- Utilize extensive custom reporting capability with business object
- Export desired reports into excel, csv and etc

## Hardware & Software Requirements

Database Management Software (DBMS)

- Microsoft® SQL Server 2000 onwards
- MYSQL® version 5.0 onwards

TrixCRM is compatible with

- Microsoft ® Window XP Professional SP1 or later
- Microsoft ® Window Vista
- Microsoft ® Window 7
- Microsoft ® Window Server 2003 onwards

Minimal hardware requirement

- Quad Core Xeon Pro 12MB Cache,2.83GHz
- 4GB (4x1GB) DDR-2 667MHz ECC Memory
- 2x250GB, 3.5", 7.2Krpm, SATA II Hard Drive
- Raid 1, SAS6iR Card