



TrixCRM Telesales Management is comprehensive tool dedicated on hard-core telesales environment together with effective management tool to manage and analyze the success of telemarketing team as well as identify new -up and cross-sell opportunities

It is a comprehensive and user-friendly platform which designs the needs to cater sales and service industry whereby the organization will sell, monitor, track as well as records all the outbound management activities either for telesales or survey. Trix Outbound Management is embedded with end-to-end process automation as well as tracking mechanism to ensure all the telesales marketers are in line with the competitive sales process

Dashboard

Single view on all the sales transaction and information updates and statuses. The telemarketers will be able to monitor and manage their own individual sales targets and follow up without any hassles. The system provides the ability to:

- View the fresh list being assigned to own individual queue
- Allow each individual telemarketers to manage their own time to perform the sales activities
- Search any records in the database with the search engine
- Retrieve on going sales transaction records and follow up easily
- Schedule next action course with customers through the follow-up feature
- Manage all the recovery sales records that being re-assigned by the quality assurance team
- Keep track on the number of close sales transaction
- Automatically fetch the first fresh list record for telemarketers instead of allowing the telemarketers to select

Telesales management

The telesales management will streamline all the telesales activities within the system where all the telescript and marketing collaterals are in place to ensure telesales marketers will be able to access any point of information from a click away.

The system is engineered with the main objectives to ensure optimal effectiveness and efficiency of the operation within the outbound call center and also to embrace paperless environment with all the telescript and marketing collaterals are in place within the system

Ability to:

- Retrieve customer profile instantly before the initiation of the sales
- Equip telemarketers with the
- Tele scripting to promote professionalism during the sales cycle
- Provide the first level check points to ensure the customers are eligible before proceeding to next sales cycle
- Handle multiple campaigns and multiple products
- Schedule follow up next action course with client
- View overall sales transaction on single dashboard
- Automatically calculate the premium or costing for each selected product
- Cross sell and up sell the products to customers
- Understand customer's purchasing pattern
- View in-depth details on customers' product purchased
- Validate credit card purchase
- Manage the quality assurance for each successful sales transaction
- Reduce the average handling time for each sales transaction
- Perform leads assignment as well as re-assignment of leads among the telemarketers

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 Telesales Management

- Telesales management
- Dashboard management
- Telescript management
- Batch uploading management
- Assignment management
- Product catalogue & price matrix management
- Sales file format generation
- Quality assurance management
- Follow up & next action management
- Attachment management
- Audit trail management
- Contact and account management
- Reporting management
- Administrative



Batch management

Batch management is a tool provided for the campaign administrator to uploading the leads by batches into the system. The batches will be tied to the campaign and also the product to be sold over the telemarketing

Furthermore, there will be a validity period for all the batch files that being uploaded into the system as it will ensure the batch files are executing concurrently with the campaign. Hence, by controlling the batch file will ensure the campaign is running accurately

This feature is to allow the campaign administrator to upload leads into the system and subsequent assign the leads to the agents. Hence, agents will be able to retrieve their leads respective to work on

Quality assurance

Quality Assurance is a methodology used by the Quality team to ensure all the closed transacted sales records are being executed with high quality as well as informative to the customers.

The quality team will evaluate and perform a rating on the closed transacted sales. From there the quality team will determine whether the currently closed sales record require any further recovery. If so the quality team will divert the sales record back to the originator of the agent to recover the sales.

Sales file format

Trix Telesales Management provides the functionality to generate sales file format. The sales file format will comprise of all the closed sales transaction that have been transacted over the telephone between customers and telemarketers. In the file, it will consist of customers information as well as other details pertaining on the purchased items.

Assignment

The assignment module is a comprehensive one whereby the sequence of assignment is only limited to two groups namely the system administrator and also the team leader whereby the system administrator will allocate dedicated leads to all the respective team leaders. From here, the respective team leaders will assign the leads to all respective individual agents.

During the process of assignment, the system allows the user to perform filtering of all the raw data before assignment take place. From here, the team leader will be able pre select dedicated data before the leads allocation take place. Otherwise the team leader is able to perform random assignment to the agents based on the number of leads to be allocated to the agents

Telescript management

Telescript management provides the facility whereby the telemarketers will be able to communicate with customer in a proper & professionally. The system supports few languages telescript whereby each language is residing in each tab being provided. It comes with different segments within the scripting so the telemarketers will be able to know where to retrieve the scripts based on different scenario during the communication with customers

Reporting

Trix Reporting Management gives manager & service agents the information necessary to manage the business and service levels. It 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

TrixCRM Integration

Trix Telesales Management has the capability to integrate with other backend legacy systems as well as any telephony infrastructure such as ACD, IVR, voice logger and etc. The system conforms to industrial standard integration protocol whereby the system is able to integrate through the following technology:

- Web services
- XML
- TCP/IP
- ODBC

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