

At a Glance

- Optimize each part of the customer lifecycle, from lead creation to customer support
- Efficiently manage accounts, opportunities, contacts, and requests in a single system
- Quickly and easily view your performance with powerful service-level metrics and reporting
- Increase efficiency by using the leading workflow engine to automate activities and enforce processes
- Improve customer service performance with self-service knowledge bases and FAQ areas
- Protect sensitive information and processes with a variety of flexible security controls

The Challenge: Optimizing Customer Relationships

At a time when business is more competitive than ever, your success depends on increasing your customer base and offering outstanding customer experiences. To meet these challenging goals, you'll need to coordinate all of your organization's people, resources, and information.

Column CRM allows you to make the most of every customer interaction

Column CRM is a software solution for managing and nurturing your organization's interactions with your customers. Column's solution integrates the most robust workflow agent to organize, automate, and synchronize business processes. The solution's main goal is to

find, attract, and win new clients, while nurturing and retain those you currently have.

Built on the BMC Remedy Action Request System (ARS)—the industry's leading business process automation platform—the Customer Service Management suite offers the flexibility to meet your specific needs. Each business day, some 80% of the Fortune 500 use secure, ARS-based workflows to improve performance and reduce costs.



Column CRM delivers improved customer satisfaction by helping you document customer interactions, present proactive solutions, and use performance indicators to improve customer satisfaction.

With Column CRM, you will:

- Empower your organization with critical information to build and support long-term customer satisfaction and loyalty.
- Get fast online access to service requests, call and escalation history, interactions, multiple contacts, support cases, email, and documents sent and received.
- Provide the level of professional service your customers expect with complete and accurate data at your fingertips.

About Column Technologies

Established in 1998, Column Technologies is a global technology, management consulting, and services company with proven success across the public and private sectors.

Column's success comes from long-term relationships, aligning our goals with our customers, and a collaborative approach that integrates people, process, technology, and support. Our end-to-end approach enables governments and companies to improve service and efficiency while lowering costs and risk.

Headquartered in the United States, Column has 275 employees and offices in Australia, India, Singapore, South Africa, and the United Kingdom as well as a global partner network.

For more information on our products and services, please visit www.ColumnIT.com.



Customers today demand responsiveness, accuracy and a more personal approach. And so should you. Having more choices is why Column delivers the most dynamic CRM solution - and lets you decide how your CRM gets delivered. Whether you want CRM on demand or on premise, Column provides tailored solutions. Because no two customers - or businesses - are exactly alike.

Our team works with your organization to ensure our solution embraces your business strategy and takes into account all client-facing departments and beyond. Column's CRM implementation services ensure you achieve your goals and objectives by utilizing basic principles of people, processes, technology, and support to work in synergy to increase profitability and reduce your operational costs.

Customer Service Management Benefits

- *Increased Customer Satisfaction* - A simple web interface allows users to submit, update, and track requests and view information from your support agents. A knowledge base and Frequently Asked Questions (FAQ) area also enhance the customer's experience.
- *Improved Response Times* - A highly-usable support interface helps your support agents quickly locate support requests, review essential information, and better understand customer needs.
- *Service Level Compliance* - A service level management engine ensures you meet agreed-to service levels, proactively escalate requests, and capture Service Level Agreement metrics.
- *Enhanced Metrics and Reporting* - Monitor key performance indicators on a single screen, and provide engaging, variable data views. You also gain real-time, web-based, on-demand, context-driven reports directly from CSM forms.

Software-as-a-Service (SaaS) Solutions

Column Technologies' software-as-a-service (SaaS) option allows your organization the benefits of an integrated customer relationship management solution. SaaS delivery limits your installation, maintenance, and staffing costs while eliminating the hassles of upgrades, backups, and management challenges. Your solution resides on Column's secure, highly-available servers, and your users access it through secure Internet connections.

To Learn More

For more information about how Column's Customer Relationship Management can help improve your organization's performance while reducing costs and risk, contact a Column representative or visit www.ColumnIT.com.

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Control#20110101

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