

Powertrak™ Contact Center

Efficient contact center (also referred as call center) interaction requires simple question/answer presentation, in-line consolidated account information and streamlined follow-up communication. With the Powertrak Contact Center module, you can easily qualify leads, run campaigns, close the loop on sales opportunities, handle support and manage service requests inside and outside your organization. Since it is browser-based, it is easy to deploy and easy to train new users. You can handle more transactions at lower cost while improving overall service for partners and customers.

Key Features

- Scripted, rules-driven presentation and scoring!
- 100% Integrated with Microsoft Dynamics CRM!
- 100% integrated into all Powertrak CRM modules including tools!
- Maximum service at the lowest cost, instant ROI!

Product Summary

Rules-driven Branch Dynamic Scripting

Easily configurable for simple and accurate call handling.

Inbound and Outbound

Handle any incoming and queue-driven outbound interaction.

Effectiveness tracking

Master questions and cross-correlations show you what scripts work and why.

Browser-based and easy to use

Browser-based for easy deployment and low-cost training.

Real-time productivity tracking

Enhance staff performance motivation on-the-fly.

Branched dynamic scripting inbound and outbound

Create custom qualification and triage scripts to provide consistent messages and service flows.

Flexible active follow-up and scoring

Script scoring is built-in to drive tasks, emails and other user-defined activities.

Customizable and CTI ready

Show exactly what you need from any system and hook it up to any major CTI interface.

Product Details

Browser-Based, Queue it Up and Use it from Anywhere

- Because the system is built using simple web technology, you have complete flexibility to use the system anywhere, anytime with little training.
- The module supports multiple calling queues; functions for both inside and remote personnel, and can handle multiple locations.
- Costs are significantly reduced because you can run more transactions with less staff.
- Improve your mind-share with customer and partners - increase the time they spend buying and using your products instead of waiting for callbacks.

Customer and Dealer Support Management

- If you have multiple sales channels, or manage a lot of customers, providing a consistent customer service experience is a major challenge.
- Powertrak Contact Center improves customer response times and enables you to support your partners and customers more effectively, with more consistent results.
- Managers also get accurate real-time activity tracking and detailed reporting.

Product Details

Branch Dynamic Scripting

- Rules-driven presentation is built in a simple non-programmers interface.
- With tagged questions, stored answers and access to complete customer and product profiles, the caller can see prior call notes and all critical facts to personalize each contact.

Sales Lead Qualification, Scoring and Routing

- Instantly score and qualify your leads based on dynamic script results.
- With Powertrak you can route leads and follow-up to inside sales To-Do Lists, or send them to partners via the Powertrak Portal or email for quick follow-up.

Built on Microsoft CRM

- Microsoft CRM provides a safe path for scalability, integration, and business value based on Microsoft .Net and Web Services architecture.
- Powertrak is built as an enhancement to Microsoft Dynamics CRM and uses the same tools and shares the same data.

Enhanced Marketing, Customer Service and Support

- Contact Center supports closed loop marketing selling and servicing in one system.
- Contact Center Support staff can script all service issues and communicate results in real-time, even escalate incidents on the fly.

Integrated with Powertrak eCRM, Messaging and CTI for Instant communication

- Personnel in every department can see the complete call history and exact script replies for their accounts.
- Supports advanced notification such as email notification while on the road.
- Add optional Computer Telephony interfaces to the system to streamline all phone handling in your call center.

Audit Trails

- Every transaction and file maintenance action is stamped with time, date and user ID for problem resolution and maintenance control.

A Complete, Enterprise CRM Solution

- Add Powertrak Industry Solutions for High-Tech companies and Member-based Associations.
- Add Core modules for Advanced Marketing, Service Management, Product Configuration.
- Build your own custom modules using the Powertrak Application Builder to provide a complete one-stop solution.