



# Data Sheet

myridas™

## CUSTOMER CALL SCHEDULING

**Managing customer calls, whether it be as part of regular telesales schedules or responding to a one-off request for technical information, is at the heart of good customer relationship management. The Myridas Customer Call Scheduling module offers sophisticated call management facilities, via simple implementation and set up routines, that radically improve customer contact management giving immediate benefits for sales and service.**

### Key Features

#### Call Schedule Management

Schedules for customers & prospects can be generated and attached to a specific user or for multiple users. These may be for a one-off event or could automatically generate a next call date and time, based upon a recurring pattern eg daily, weekly, monthly.

#### Call Control

Permits the user to 'grab' a customer from a schedule so that even where multiple users are working to a schedule there is no possibility of doubling up on calls.

#### Action Linking

Once contact is made (or not) the user can go straight to a series of pre-defined activities eg create an order, quote or generate a request for later call-back.

#### User-Defined Results

Users may set up unlimited response categories for later analysis.

#### Follow-up Calls

Users in one schedule can generate a call in another schedule with the call itself linked to a document such as an order or quote.

#### Detailed History

Each contact (or failure to contact) can be supported by a date and text. Users may scroll through such text either for a specific schedule or to show all contact with the customer.

#### Call Schedule Import

Having generated an identified list of customers or prospects perhaps using Crystal or Explorer, this simple tool allows the user to import the customer data into a named call schedule to generate a one-off campaign.

## Application Power

The flexible design of the software means that it has the ability to meet a wide variety of user needs.

### Telesales Schedules

Contact customers at the correct times to tie in with their requirements and the organisation's delivery capabilities. Manage exceptions, call-backs, post follow up calls to reps, technical assistance and customer service etc. In addition, also measure the effectiveness of call-outs.

### Marketing Campaigns

Use the reporting power of Myridas to pinpoint the target audience. Generate one-off marketing campaigns that can be actioned by a team of people if necessary.

### Customer Service Benefits

Easy to use and reliable call-back request system.

### Delivery Optimisation

Even when customers call in with their orders the system can be set up to recognise that there is a call schedule to be updated. At the chosen review time, those who have not called in as expected may be easily identified. Calls may then be made to selected customers in order to make up economic loads, or the facility may simply be used as an early warning of possible customer problems.