



EXECUTIVE SUMMARY
FLP[®] CUSTOMER MANAGER



Are you using the right CRM solution?

In America, Europe and Asia, 85 percent of companies, large and small, are not feeling fully successful with CRM, according to the 2004 Global CRM Study from IBM Business Consulting Services. Though the figure is disappointing, the study continues to report that 75% of the companies surveyed consider CRM important. It is clear that CRM can deliver great value, but to fully realize this value, companies must do CRM right.

The right CRM solution

Focus on business users and their needs

Many CRM solutions tend to focus on the technical infrastructure and technology adoption, for instance, rich media support, data interchange and platform. Ultimately what counts is the underlying business practices, users needs and the business models. FLP® Customer Manager understands the line of business needs and offers practical business solutions.

Managing sales leads

Converting leads to sales become profits. FLP® Customer Manager enables your company to identify, gather, qualify and distribute leads to appropriate sales representatives quickly. With collaborative lead management functionalities, the leads management process can be extended to different level of executives inside and outside the enterprise.

Grouping fragmented customers

FLP® Customer Manager is equipped with business intelligence and marketing executives need not wait for IT department to report customers in assorted groups or segments. Users simply group customers freely according to their experience and target selected groups for further marketing actions.

Categorizing customers

Using FLP® Customer Manager, sales and marketing executives are in a controlling position to assign multi-dimensional categories to a customer, for example, 'high potential', 'site visit required' and 'proposal required' to help easy the follow-up. All these categories can be defined by users and the categories are also user-dependent, which means another user can define another set of categories for the same customer.

The right CRM solution

Enterprise level of CRM solution

More than offering CRM solution, FLP® Customer Manager creates an environment to extend divisional implementation, such as marketing, sales or customer services to the critical goal of realizing the full value of overall enterprise management system. FLP® is adopting the 'As-a-Whole' approach to business management. The whole business processes are being taken into account and everyone of the enterprise, senior management and frontline employees, are converging daily processes with enterprise goal.

Return on investment and full implementation

FLP® Customer Manager is one of the series of FLP® Enterprise Management System (FLP® EMS). You simply start with the cost effective series of FLP® Customer Manager and FLP® Accounting Manager. The immediate return on investment will soon justify the full implementation of FLP® EMS.

Company expansion and location expansion

To open a new branch or to train additional staff cannot be easier, now that you have the FLP® Customer Manager. All the company policies and work flow procedures are communicated the same date when staffs are moving in. No new system needs to be tested or adapted, thus shortening the learning time tremendously.

CRM spanning across the whole enterprise

The human-oriented approach of FLP® Customer Manager spans one process across all the subsequent processes. Rarely do you need to retype a piece of information. 'Type-once-use-many' is the norm in FLP®. 'Top-down', 'bottom-up' and 'wish-and-get' facilitate retrieving the whole chain of useful information anytime and anywhere. FLP® consolidates the integral goal in revenue growth through accumulated customer experience, enlarging customer bases, marketing right products and offering quality customer services.

FLP® BUSINESS MODEL

A FOUNDATION FOR YOU TO BUILD YOUR OWN BUSINESS MODEL

No two companies are the same even conducting the same business in the same industry. Why should you choose a standard software package.

No other software solutions provide more feature and functions than FLP® does costeffectively. No other software solutions provide such an all-in-one interface integrating with your company wide company business processes. FLP® provides a market leading collaboration platform for all your company staff to work on anytime, anywhere with unlimited scalability without physical country border barriers over the Internet.

What's more, FLP® shares our experience with you to customize the software applications to suit your business and prepare for the future.

FLP® is empowered by IBM® Lotus® Domino®/Notes® technology.

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