FLP®

BUSINESS MODEL

FLP®

CUSTOMER RELATIONSHIP
MANAGEMENT

SALES & MARKETING STRATEGIC PLAN

Successful Business Selects FLP®

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CUSTOMER RELATIONSHIP MANAGEMENT
SALES & MARKETING STRATEGIC PLAN

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FLP® Customer Relationship Management solution lets you first of all pull yourself out of the numerous routine operation tasks which are now being commanded by the FLP® solution and yet you have all the control and information about your company is always at your fingertips. You soon discover that you finally have time to sit down and lay out the strategies to manage your companies. FLP® Customer Relationship Management is an extremely flexible and productive platform for you to communicate your plans across all departments and grades of staff. To ensure strategic plans are being pursued correctly and timely, FLP® Customer Relationship Management is the ideal tool which itself is both a measure and user guide. The intuitive interface lets each frontline officer achieve your designed company objectives. In addition, instant information about staff performance is the unrivaled feature of all FLP® solutions where you can adjust and transform your strategies without delay.

VALUE MORE THAN A CRM SOFTWARE

The value FLP® Customer Relationship Management is more than simply computer software for you to retrieve historic documents quickly. The FLP® solution lets you immediately enjoy the rich experience of the FLP® development team who has widespread knowledge in accounting, marketing, logistics, filing systems, internal control and company procedures which are not available in standard packages.

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FLP Customer Relationship Management

Service	Service Planning & Forecasting	Customer Service & Support	Service Operations Management	Professional Services
Marketing	Marketing Planning	Customer Segmentation	Campaign Management	Lead Management

FLP Customer Relationship Management

Service

Service Planning & Forecasting	Customer Service & Support	Service Operations Management	Professional Services
• Service Plan • Performance-based and Time-based Planning • Campaigns • Proactive Services • Strategic Service Planning	• Service Contract & Service Level Agreements • Service Order & Request Management • Appointment Scheduling • Problem Resolution by S/N Checking • Inquiry and Quotation Management • Warranty Management • Quality Analysis • Service Level Agreement Analysis	• Service Order & Request Management • Service Plan • Warranty Management by Type of System Analysis • Field Service Support • Service CFM. • S/N Management with customer history locked • Pricing and Discount Management	• Project Management • Project Role Management • Task Assignment • Appointment Booking • Pricing & Discount Management • Contract Management

Service Planning & Forecasting

Service Plan	**Forecast of yearly service revenue**
Performance-based & Time-based Planning	**Expected value**
Campaigns	**Twice per year window offering**
Proactive Services	**Precaution inspection** **Update maintenance contract status** **Maintenance expiration reminding letter**
Strategic Service Planning	**Competitive winning campaigns** **Tailor made package for bulk purchase user**

Customer Service & Support

Service contract & service level agreements	**Differentiated service package: Platinum, Gold, Deluxe**
Service order and request management	**Hotline support and service booking**
Appointment scheduling	**Service booking with internal resources scheduling**
Problem resolution by serial number checking	**Database checking**
Inquiry and quotation management	**Response to enquiry with price reference**
Warranty management	**Warranty period acknowledgement**
Quality analysis	**Call status report for supervisor approval**
Service level agreement analysis	**Evaluate different service packages. Customer survey is currently not in practice**

Service Operations Management

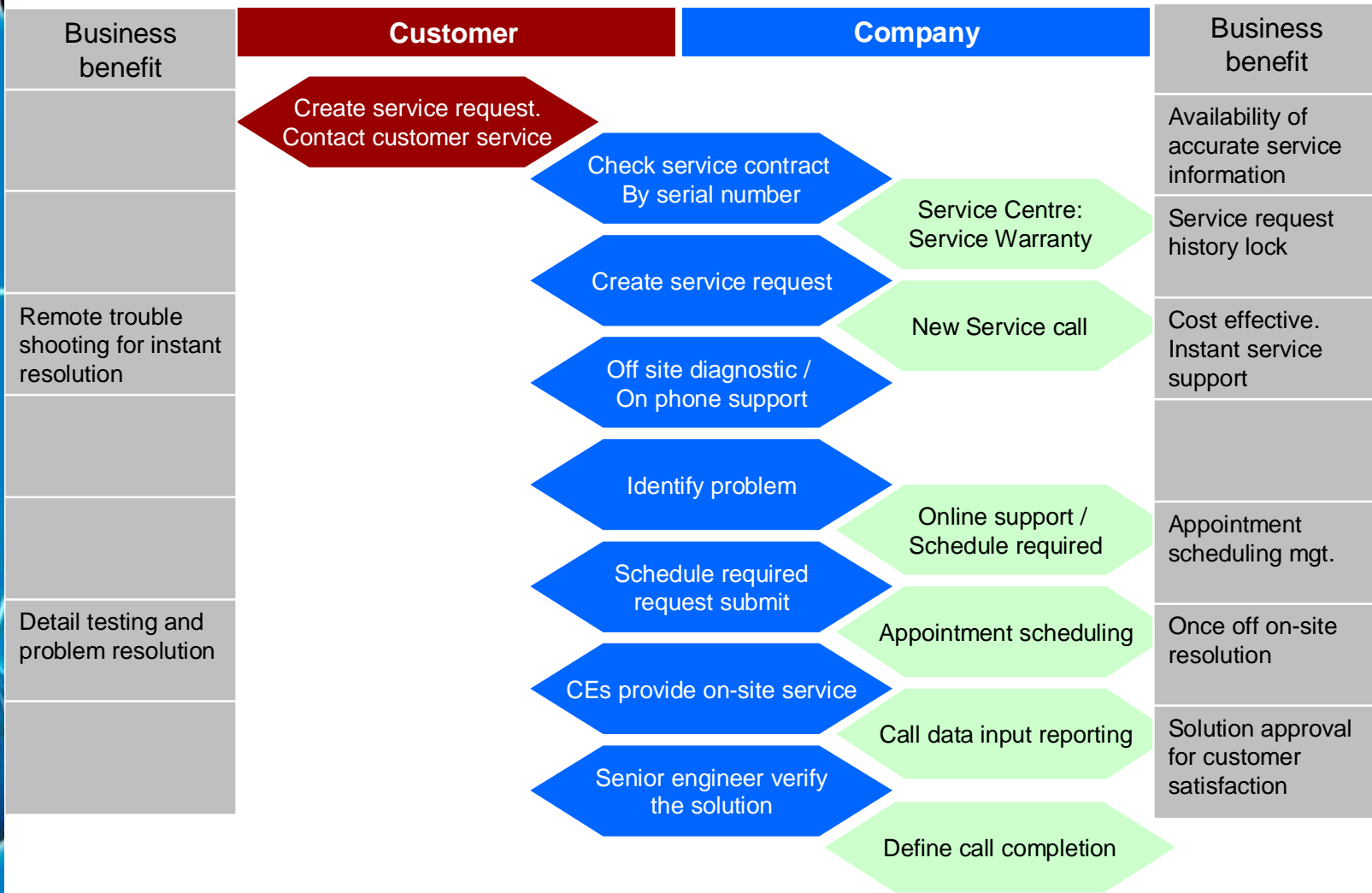|	
Service order & request management	**Service form indicate type of service and service support time consumption**
Service plan	**Check service level from electronic service contract**
RMA Management	**Return to manufacturer for repairing**
Warranty management by type of system analysis	**By class of equipment analysis (i.e. High, med, entry). By type of equipment analysis (i.e. video, audio)**
Field service support	**Schedule staff, tools**
Service confirmation	**Co-ordinate different type of service with type of service indication on service form**
Serial No. management with customer history locked	**View all service history by serial number checking**

Professional Services

Project management	Full A/V integration / IP network project (i.e. MCU, gateway, gatekeeper)
Project role management	Service form assign to all responsible parties. Customer signed-off required for job completion approval
Appointment booking	Assign task for responsible parties

FLP Customer Relationship Management

Service

Business benefit	Customer	Company	Business benefit
	Create service request. Contact customer service		Availability of accurate service information
	Check service contract By serial number	Service Centre: Service Warranty	Service request history lock
Remote trouble shooting for instant resolution	Create service request	New Service call	Cost effective. Instant service support
	Off site diagnostic / On phone support		
	Identify problem	Online support / Schedule required	Appointment scheduling mgt.
Detail testing and problem resolution	Schedule required request submit	Appointment scheduling	Once off on-site resolution
	CEs provide on-site service	Call data input reporting	Solution approval for customer satisfaction
	Senior engineer verify the solution	Define call completion	

FLP Customer Relationship Management

Marketing

Marketing Planning	Customer Segmentation	Campaign Management	Lead Management
• Marketing plan Development	• Multi-Data Source Access	• Campaign Planning	• Automatic Qualification
• Marketing Calendar	• Define Segments	• Campaign Calendar	• Lead Dispatching
• Targets/Goals Planning	• Individual Customer Base	• Campaign Simulation	• External List Management
• Budget Planning	• Customer Behavior Modeling	• Product Allocation	• Lead Source Analysis
• Budget Control	• Customer Profitability Analysis	• Specific Pricing	
• Market Opportunity Discovery	• Top Customer List	• Cost/Financial Reporting	
• Success/Failure Analysis		• Response Analysis	
• Co-marketing With Supplier		• Public/Individual Promotion ways	
• Marketing Plan for Specific Customer Segments		• Campaign Partnership	
		• Success/Failure Analysis	

Marketing Planning

Marketing plan development	**Forecast of yearly marketing activities** Simple work done already
Marketing calendar	**Schedule of marketing activities** Simple work done already
Targets/goals planning	**Number of sales lead generated** 28 qualified leads/month; 56 general leads/month
Budget planning and control	**Use and control of marketing budget of each Q** HK$100,000/Q => HK$1,190 for 1 qualified lead and 2 general leads HK$200,000 extra whole year marketing fund Marketing Fund from supplier
Market opportunity discovery	**Find out the chance to get new sales lead** Co-organized seminars with partners, e.g. Cisco, New World, New T&T Co-operation with service conferencing and interior design company
Success/Failure Analysis	**Evaluate the effectiveness of marketing activities** Monitor by FLP Customer Manager – Project: [Progress], [Win], [Loss], [Hold] Many failure projects are not reported now, need to develop new mechanism
Co-marketing with supplier	**Discuss with supplier for the chance of co-marketing activities** With suppliers such as TANDBERG, Canon, NEC, Sharp, Pioneer and Kirk etc.
Marketing plan for specific customer segments	**Specific marketing activities for different customer segments** e.g. Direct Mail to Legal Market

Customer Segmentation

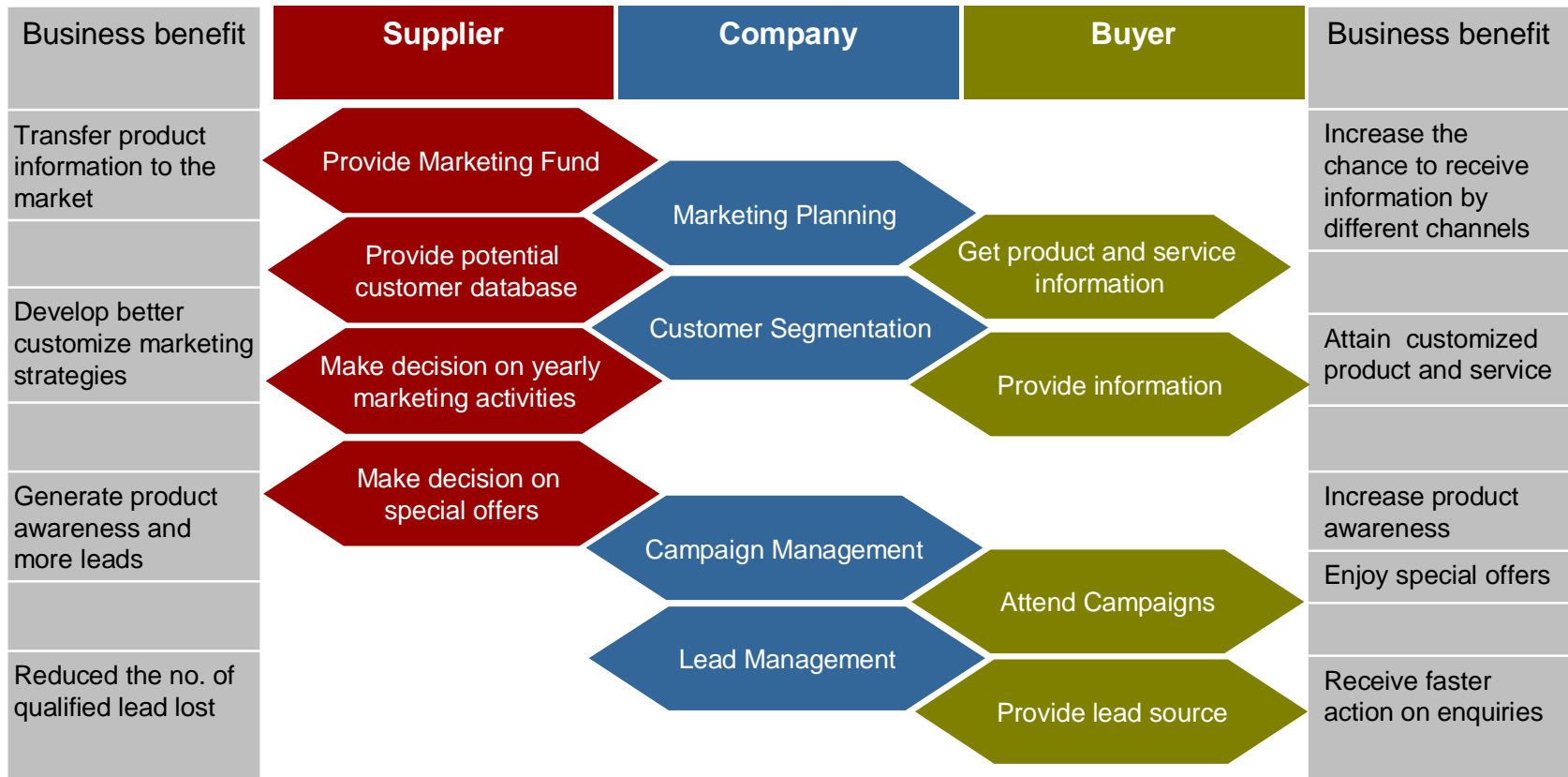|	
Multi-data source access	**Access new customer database in different ways** e.g. Exhibition exhibitor list, Member list of different Chambers Database supported by Account Leads – Accounts: [Account], [Contact]
Define segments	**Define different customer segments** e.g. Geographic location, Business type Supported by FLP Customer Manager – Customers: [Basic => *Customer Type, *Business Type, *Grading, *Source, *District, *Building]
Individual customer base	**Detailed database of each customer** Supported by FLP Customer Manager – Customers: [Basic], [Contact] Problem: How to keep track on the information update ?
Customer behavior modeling	**Find out the needs and suitable solutions of different customers** Supported by FLP Customer Manager –Customers: [Journal Entry], [Notes], [Conversation], [Meeting], [Daily Quotation], [Confirmed Quotation]
Customer profitability analysis	**Analysis the sales volume/ profit generated by each account** Not yet developed, can be done by creating [sales volume] column in FLP Customer Manager
Top customer list	**Find out the key account which generate most profits for Company** Can be checked by [Sales Volume] in FLP Customer Manager once it has been created

Campaign Management

Campaign planning	**Forecast of yearly special programs** Simple work done already, still need to discuss with different partners
Campaign Calendar	**Schedule of special programs** Simple work done already, still need to discuss with different partners
Campaign Simulation	**Demonstration and rehearsal before campaigns** Should be done before each campaign
Product allocation	**Selection of products displayed and demonstrated in each campaign** Decided before each campaign
Specific pricing	**Decide promotional pricing for specific campaigns** Bundle offering/Discount for certain period
Cost/financial reporting	**Estimate and evaluate the cost for each campaign** Related to budget planning and control
Response analysis	**Keep track on the response for each campaign** Not yet done; need to develop, e.g. questionnaire
Public/individual promotion ways	**Promotion ways for different campaigns, e.g. invitation, mass email** Should be done before each campaigns, e.g. print ad, mass email, invitation cards etc.
Campaign Partnership	**Co-organize campaigns with large firms, e.g Cisco, New World, Tangberg** Should be start to discuss after Lunar new year
Success/failure analysis	**Evaluate the effectiveness of each campaign** Measured by no. of attendees, leads generated and closing deal, to see if they meet targets set

Lead Management

Automatic Qualification	**Evaluation the qualification of leads by asking simple questions** Can be done by preparing questionnaire/script (can take Tandberg form as reference)
Lead Dispatching	**Immediate handling and follow up of each lead** Discuss with sales manager about the flow of lead and try to create system to record down every enquiries
Lead Source Analysis	**Analysis the source of qualified leads** Supported by FLP Customer Manager – Customers: [Basic => *source]

FLP Customer Relationship Management

Marketing

Business benefit	Supplier	Company	Buyer	Business benefit
Transfer product information to the market	Provide Marketing Fund	Marketing Planning	Get product and service information	Increase the chance to receive information by different channels
Develop better customize marketing strategies	Provide potential customer database	Customer Segmentation	Provide information	Attain customized product and service
	Make decision on yearly marketing activities			
Generate product awareness and more leads	Make decision on special offers	Campaign Management	Attend Campaigns	Increase product awareness
				Enjoy special offers
Reduced the no. of qualified lead lost		Lead Management	Provide lead source	Receive faster action on enquiries

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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