

# mobyCRM

## Customer Relation Management

Manage and access your customers and prospects database easily across multiple channels. mobyCRM provides you with executive insight into customers' profile, buying pattern and history to identify up-sell and cross-sell opportunities.

### Multiple Channel CRM Solution

Provides a snapshot of your customers and prospects history and interaction based on the various brand touch points across multiple channels.

### Centralised Database

Captures, stores, updates and tracks customers' data and history through various channels by different staff.

### Customisable

To meet your specific business needs.

### Data Collection from Media Channels

Allows collection of data from various new media channels and activities such as online registration, contests, survey etc.

### Easy to Use

User-friendly interface makes it easy to use with little training required.

### Accessibility

Allows web-based access to database for reporting and customer service purposes.

### Reports on Demand

Customisable view of reports on sales and support activities.

### Information Sharing Management

Provides executive insight on sales, customers' profile, buying behaviour and service issues to assist in business planning and strategies, sales and trend forecast. Identify up-sell and cross-sell opportunities.

### Staff

Easy access and sharing of sales, order, project and customer service information to improve efficiency and effectiveness of service.

### Customers

Enhances customer's and prospects' overall experience as they are served by staff who are informed of their history and preferences.



### About Us

PTS is the leading provider of multiple channel access-capable solutions which are truly integrated across the widest range of new media channels and devices (eg. computer, mobile phone, PDA etc). Our business solutions are designed with usability, accessibility, reliability and expandability, giving you a competitive edge in the dynamic business environment.

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