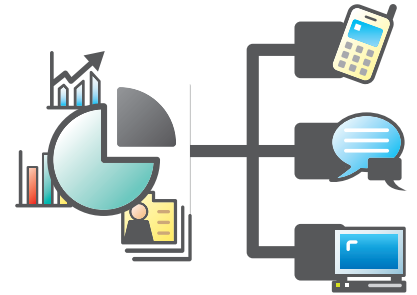


CUSTOMER RELATIONSHIP MANAGEMENT

CRM

The CRM tool is a Web-based customer relationship management system. The key difference between this system and other CRMs is its seamless integration. We have carefully combined the power of web-based data management with key marketing tools such as email marketing and online surveys, making it available to you 7 days a week, 24 hours a day, from anywhere in the world.

Let our experts show you how you can minimize mundane sales tasks, remove time intensive activities related to data mining with your sales data, or build fully ad hoc reports from scratch with drag-and-drop functionality.



CUSTOMER RELATIONSHIP MANAGEMENT

It does everything that we need it to do, and has continually improved over the past 2 years. We are still implementing new modules as they become available, but from an IT standpoint this has been the easiest transition I have ever been involved with

Kay Hopwood, MCSE, MCDBA
IT Director
Nashville Convention & Visitors Bureau

- 1 Core CRM Engine
- 2 Sales Management
- 3 Partner Management
- 4 Orders & Inventory
- 5 Employee Manager
- 6 Ad Hoc Reporting
- 7 Data Migration*

* - denotes an optional module





New Media Gateway's Customer Relationship Management software lets you store and manage all your leads, track response rates, create specific groups and share out to sales staff and others in your organization for more targeted messaging. Quickly and easily change how your leads fit into your internal workflow, assign to specific sales staff, and track the progress of a lead from point of reception to sale.

The CRM can automate mundane sales tasks and provide you with the ability to generate specialty reports to alleviate sales tasking and organizational challenges. How would life be if you could define to the exact penny the value your organization is gaining from all your various new and old sales' activities?

The CRM is a web based customer relationship management system that has provided tremendous results for our clients:

- 1 Increased sales revenue up to 75%
- 2 Eliminated up to 33% of sales inefficiency due to "downtime activities"
- 3 Shrunk sales reporting & forecasting time from hours to minutes
- 4 Eliminated over 50% of data entry time

How can your organization leverage the CRM for improved communications?

- ▶ Have the ability to analyze your territories and analyze immediate needs, and identify areas of improvement
- ▶ Manage by city, county, state, country, ZIP code, etc.
- ▶ Track which accounts are consuming your time, gauge which ones are profitable and where your time can best be utilized to maximize returns and minimize waste
- ▶ Manage all aspects of account contracts once a sale has been made, as well as pending contracts
- ▶ Have the ability to set automated alerts to ensure all contractual obligations are met by all parties, as well as track all aspects of the sales cycle prior to the sale being made -- an excellent way to measure and aim to reduce subsequent sales cycles.

And if reporting is a major facet in your planning and analysis of previous efforts, the CRM gives you more than you've ever had:

- ▶ With our ad hoc reporting tool, customers can build and set-up any reports at any time, from anywhere
- ▶ Use a drag-and-drop interface to build database queries, create and layout the look of all your reports for use in Excel spreadsheets, Word documents, PDFs and other formats
- ▶ Automatically set-up reports to email reports at any time interval you select: hourly, daily, weekly, quarterly, etc.
- ▶ Use those reports for more accurate forecasting and follow-up activity with your entire audience.

Contact NMG today for more information on our Customer Relationship Management software, and to see how you can leverage our proprietary technology to evolve your sales and marketing to the next level.