

Every Experience Counts

The logo for Consona CRM features the word "Consona" in a black, sans-serif font, followed by a blue wave-like graphic element above the word "CRM", which is also in a black, sans-serif font.

Consona™ CRM

Consona CRM from Consona Corporation

Every Experience Counts

With the Consona CRM suite of products you can:

- Manage the customer and prospect lifecycle from marketing to sales to service and support.
- Track cases with integrated knowledge resolution.
- Capture, manage and author knowledge from any source.
- Provide adaptive, personalized self-service.
- Make your support center a revenue generator through cross- and up-selling.
- Configure and automate multiple and complex business processes within any role and across teams.
- Drive personalized proactive customer dialogue and campaigns.
- Manage multifaceted customer relationships and roles across any and every record in your database.

If It Were Easy, Everyone Would Be Customer Centric . . .

Companies with long term and multifaceted customer relationships or complex and technical products must provide an extremely high level of service and support to their customers. Ever challenged to grow their customer bases while retaining the customers they already have, these companies must be truly customer centric to stay competitive.

Unfortunately, it's not always so easy. In fact, some of the largest, well-known companies in the world will tell you that it's downright painful. Most customer centric enterprises today are working with a mishmash of disparate business systems and point solutions that shakily manage their most valuable corporate assets: customer data and enterprise knowledge.

For some of these companies, from budget to buy-in, it was too hard (and expensive) to implement a goliath, enterprise-wide CRM package. Instead, multiple departments implemented their own point solutions and, over time, the company was forced to integrate them. What's more, these disparate sales, marketing, case management and knowledge management solutions resulted in compartmentalized data throughout the enterprise and a very splintered view of the customer lifecycle, leading to a poor and sometimes ineffective customer experience. For the companies who did buy the goliath system, they've spent their time (and a whole lot of money) customizing the software to death to fit their unique business processes—making it harder to upgrade and establish a compelling total cost of ownership. And still other companies ended up purchasing a basic, made-for-everyone CRM solution. While the implementation was initially less painful, their unique processes and integrations were never accommodated—and they just ended up operating like everyone else.

When CRM systems entered the marketplace fifteen years ago, CRM promised to be the definitive solution to gaining market share, increasing revenue, and providing the elusive customer experience. But under the circumstances described above, it's no wonder the reported level of customer satisfaction has barely budged over the last decade, increasing by only an average of two percent across major industries and actually declining in some industries.

It is a challenging time to be a customer centric company when every experience counts.
But there is good news:

You can capture and manage complex customer data and turn it into reports and knowledge that will revolutionize your business.

You can harness and centralize the enterprise knowledge housed in manuals, cases, intranets, and even your employees' or customers' heads to resolve customer issues faster and more effectively.

You can integrate sales, marketing, service and support operations across your organization to drive process consistency and achieve a holistic view of your customer.

You can use this holistic view to facilitate proactive, informed dialogue between your customers and your agents and sales personnel.

You can do all of this and more—and Consona CRM can help.

The Consona CRM Suite of Products

Consona CRM was built with companies like yours in mind, with a fully-integrated suite of CRM solutions across service and support, sales and marketing functions. Whether you choose a pre-defined and bundled solution to accommodate vertical (industry) or horizontal (methodology, business function) needs, or focus on one of our product lines, our solutions will help you focus on those areas of your business with the greatest need.

Consona CRM offers robust functionality across three primary product lines—service and support, sales and marketing.

Consona Service and Support

Based on award-winning and patented search technology and knowledge management solutions, Consona Service and Support products helps service, support, contact and helpdesk teams take advantage of process scripting, incident routing, case management, online customer self-service and collaboration, agent assisted support, and powerful knowledge management. With Consona Service and Support products, you can:

- Support internal, multi department, multi business unit and channel services on one platform.
- Capture unique data across every service and support touchpoint to create a holistic view of each customer.
- Track all service and support incidents logically.
- Track bugs and defects to preempt common support issues.
- Capture customer feedback to uncover new revenue opportunities.
- Enable peer support within knowledge-enabled forums.
- Generate process consistency and efficiency via intelligent, rules-based scripting.
- Harness and centralize existing product knowledge and capture new knowledge in real time.
- Resolve issues faster with accurate answers and decrease escalations.
- Deflect calls to the web via guided issue resolution.
- Decrease agent training time and enable employee decision-making.
- Uncover and close customer cross-sell and up-sell sales activities with ease.
- Increase brand loyalty and customer satisfaction.



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“I can track cases, but if an issue has any level of complexity, my team takes forever to solve or escalate it. We have a knowledgebase, but it just gives us a long list of titles and articles to sort through to find the right answer.”

Jessica

Customer Service and Support Executive
Your Company

Likes

- Closet science fiction fan.
- Dabbles in tennis.
- Loves to play with her children.

Dislikes

- Being asked to find new ways to reduce costs while still increasing customer satisfaction.
- Dealing with low employee morale and high-turnover rates, which cause service disruption, knowledge loss, and increased training and recruitment costs.



Consona Sales

Our flexible, process-driven Consona Sales product line aligns with your most unique and complex business processes. With Consona Sales, you can:

- Manage multiple sales processes within one system to drive process consistency and improve sales force productivity.
- Uncover trends by leveraging embedded analytics and reports.
- Help drive the business with real-time forecast, pipeline and funnel visibility.
- Drive additional revenue via increased cross-sell and up-sell activities.
- Personalize your view of customer data to enable fast and effective decision-making.
- Get a better handle on your competitors with tracking and analysis features.
- Focus your account executives on what they do best with templates for quotes, estimates and e-mail, as well as easy and custom views of information.
- Gain a 360-degree view of your prospective customer throughout the sales process, including complete communication histories—now your team will know everything they need to know in order to have meaningful, proactive conversations.



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“You’d think I’d be able to view a quick and realistic sales forecast of my team, but I can’t. Yeah, I have a system, but I end up gathering the information from each rep in excel, and trying to make it all work out. No matter what we do, they don’t want to use the system.”

Steven

A Sales Executive
Your Company

Likes

- Travel—claims he has stayed over night in every major city.
- Weakness for sweets.
- Can’t get enough of classic rock.

Dislikes

- Hearing marketing talk about how effective their campaigns are—when they aren’t!
- Inconsistent, laborious and time-consuming data entry and business process issues that lead to low rates of internal adoption and unreliable sales reporting.



Consona Marketing

The multi-channel technology of Consona Marketing aims to drive personalized, proactive customer dialogue and campaigns. With Consona Marketing and our partnership with Portrait Software, you can:

- Execute on multi-wave HTML and text-based marketing campaigns.
- Reduce—if not eliminate—the need for IT help to generate custom HTML e-mail blasts, landing pages, and customized marketing content and downloads.
- Use intelligent segmentation and grouping to generate targeted lists and dynamic enrollments.
- Track and analyze program effectiveness to generate more inquiries and spend smarter.
- Drive leads into your system faster, cleaner and easier with pre-built integration points.
- Facilitate personalized and targeted dialogue-based nurturing programs to support the sales pipeline and customer retention strategies.
- Use outcome-based analytics to extend program effectiveness.
- Automate, support and maximize the cross- and up-sell.



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- Track and analyze program effectiveness to generate more inquiries and spend smarter.
- Facilitate personalized and targeted dialogue-based nurturing programs to support the sales pipeline and customer retention strategies.

“Our database is incomplete and there are duplicates everywhere. They wanted targeted, personalized campaigns, but our efforts are only as good as the data. We need automated, integrated sales and marketing processes to really impact the pipeline.”

Danielle

A Marketing Executive
Your Company

Likes

- Concerts, weddings, parties—any place she can dance!
- Avid business book reader.
- Sleeping in—just every now and then.

Dislikes

- Not being able to measure the true effectiveness of her programs.
- Lacking the ability to quickly respond to inside and field sales campaign needs.



The Consona Difference

Simply Adaptive Technology

Between the market extremes of overly complicated and overly simple, Consona CRM offers a logical approach to configure your unique processes without a lot of development time and effort. The Consona CRM solution is easy to maintain and will continuously adapt to your (and your customers') changing business needs. With built-in configuration tools; pre-built software development kits; pre-configured solution templates; a uniquely flexible data model built around the customer record (as it should be!); and the advantages of a next generation technology platform (including an open API for seamless integration with other applications and support for XML and Web Services), Consona CRM will keep you focused on key revenue-generating and cost-reducing customer processes and make your customer-facing employees' lives easier and more productive.

Integrated Customer and Knowledge Management

Consona CRM was built for companies with long term and multifaceted customer relationships or complex and technical products—and there is no question that this type of company lives and dies by the caliber of its service and support. Whether you purchase a standalone service and support product as part of a suite or bundled solution, it will revolutionize the way you manage customer relationships. The first and most tightly-integrated case/incident and knowledge management solution in the market, Consona Knowledge Driven Support provides a unified environment using patented technology to help you capture, author, manage, search and use knowledge to resolve customer issues the first time. Whether via your call center or online customer service/support portal, and no matter what the medium, all your incidents can be logged, managed and resolved through one platform and solution. With Consona Service and Support, you can create efficient, consistent, proactive and personalized customer experiences.

The market-leading Consona Knowledge Driven Support solution optimizes case management and service resolution procedures. With an integrated user interface, agents can either view case notes and knowledge documents on historical cases or access the knowledgebase as they work to create a new case. With built-in process management, triggers can be applied to ensure that existing knowledge is updated and identify when new knowledge is needed. As a result, you can ensure that your agents are providing a consistent and powerful customer experience.



Holistic, Meaningful Customer Views

No other CRM solution on the market will give you a more complete, holistic view of your customers. With the historical compilation of all customer communications and touches, you can develop sophisticated data segmentation and personalize views across departments and channels. What's more, with embedded business intelligence and advanced analytics via partnerships with Cognos, Microsoft SQL Server Reporting Services (SSRS), and QlikView, you can use our integrated dashboards and homepages to display key statistics and performance indicators.

Industry-Leading User Service and Support

We've built our company on the unique and cornerstone principle that software application providers should take responsibility for the ongoing results and business process improvement of their customers. In order to remain actively aligned with your business through ongoing communication and collaboration, we have a number of initiatives in place to support your needs, including:

- A dedicated customer account manager—your single point of contact for everything but tech support.
- A 100 percent customer-driven product development process—our products are designed solely using the feedback of the leading companies that use them.
- Our award-winning customers-only web sites—your 24/7 portal for self-service support and collaboration.
- Industry-leading support metrics based on Service & Support Professionals Association (SSPA) benchmarks.
- A broad range of both traditional and non-traditional services delivered by industry, product and process experts.

Vendor Leadership, Stability and Experience

Nearly 200 employees in more than 30 office locations across North and South America, Europe, Asia, Australia, and the Middle East serve the 1300 customer companies using Consona CRM. Our customers, spanning more than 50 industries in over 30 countries worldwide, include some of the world's leading companies, such as Verizon Wireless, AOL, Canon, AIG, and Glenmede, among others.

Consona CRM is part of the family of enterprise resource planning (ERP) and CRM products held by Consona Corporation, one of the top ten fastest growing software companies according to Software Magazine's 2007 Software 500. Backed by the management philosophies and consolidation experience of a talented executive team and supported by two leading technology-focused investment firms, Battery Ventures and Thoma Bravo, Consona has a solid vision for the growth of its Consona CRM product suite, including an aggressive acquisition strategy to acquire both vertical industry and CRM-class product functionality, as well as a solid product feature roadmap, based on customer requests.



Every Experience Counts

At Consona, we understand that every experience counts, and when it comes to customer matters, we can help. We have a team of product experts in place to assist you with your software evaluation. Call us today, and in no time, you'll be counting customers—not issues.

Why Consona CRM?

Manage process efficiencies.

Drive revenue.

Increase customer satisfaction.

Enable unique and extraordinary customer experiences.

For More Information

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