

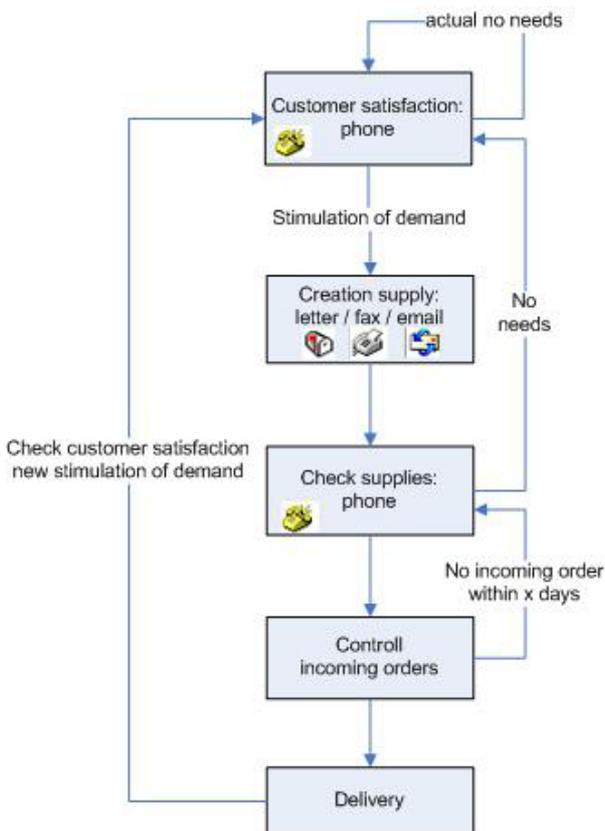
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Concept overview of AG-VIP SQL Workflow:

Very often, sales is seen as a 'blackbox' where you act from your gutfeeling which might be acceptable for some sales pros. But for the majority of your marketing and sales staff, it will be necessary to define and structure sales processes.

Processes are defined as target-oriented sequence of working steps. Consequently, fields such as sales, marketing or service can be divided into processes where AG-VIP SQL workflow engines are depicted.



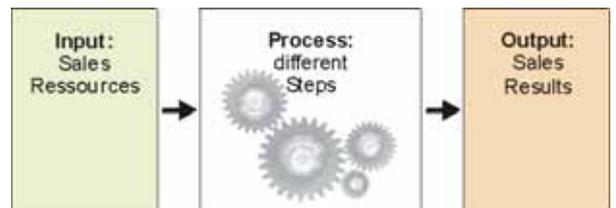
The advantages of a process-oriented view are obvious:

- Cost reductions by automated processing
- Standardization of work routines guarantees stable quality
- Clear structure enables you to measure and plan your results, e.g. success quota or length of a process
- Based on processes, sales targets can be clearly defined
- Recognition of staff deficiencies and consequently selective use of further training measure
- Process acceleration by automated information forwarding. Information is not a debt lying in preponder, but is at your disposal, e.g. for callcenter agents

Consequently, there is an increase in productivity in any kind of sales effort activity.

At first, processes have to be structured clearly. The AG-VIP SQL workflow engine provides the technology to manage processes and to make it available to the user.

If you compare sales with a production process, input (=resources) and the desired output (=targets) are obvious. Very often, effects remain diffuse though. Transparency can be achieved by defined sales processes. The only aspect that will remain unknown is market-building.



When you transfer a process-oriented mentality to production processes in sales, it might help you to define campaign sequences. Much higher response rates can be gained in event-oriented processes when marketing causes a customer's reaction. A customer's reaction, e.g. via your website, causes a pre-defined workflow for potential customers.

The Direct Media Marketing GmbH (DMM) in Langen, Germany is one of Germany's market leaders in joint advertising. DMM trusts AG-VIP SQL.
 Holger Weishaupt, Managing Director DMM:
 'Flexibility and adaptability to your own needs have been the decisive factor. With the help of the optional Workflow-Engine, we managed to streamline and to structure our sales processes. Consequently, contacts never get lost. All (potential) customers are being looked after with constant quality. Wheat can be separated from the chaff quite easily in order to firm up a deal. We use our sales capacities effectively. Our staff really enjoys it. Now, they have a clear head to enter into a dialogue with our customers. I pay my highest compliment. It is a consistent concept.'

Application scenario: customer care of long-standing customers

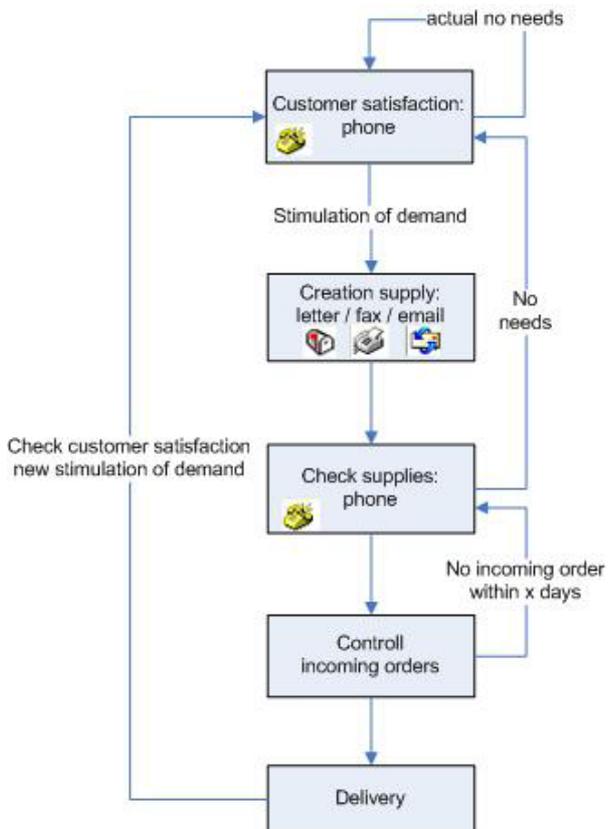
Sales to long-standing customers has the advantage that you already have a personal connection to your customer. Strategically, there are several options to extend sales to a long-standing customers such as:

- Cross selling or introducing a new product
- Increase of quantity delivered
- Increase of utilization frequency of your products

The last two aspects mentioned above apply to one particular customer's regular acceptance of services rendered.

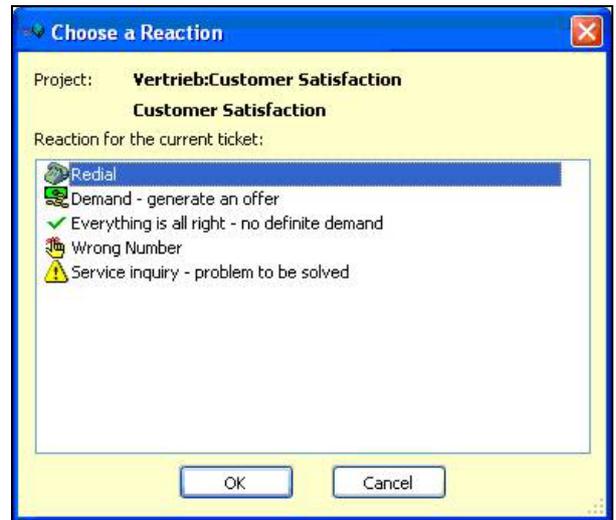
Actually - do you thoroughly go into your long-standing customers potential?

With strategically oriented processes, you can safekeep constant contacts with your long-standing customers.



The telephone is perfectly suitable e.g. to contact your customer regularly. In particular with B- and C-customers, this method is cost-saving in comparison to an appointment outside your office.

Here, AG-VIP SQL Workflow-Engine directly offers the process level *telephone*. You can dial via CTI in the power dialing mode. Customers that were not available automatically appear in resubmission. Your staff will only deal with phone calls that have been connected successfully (cf. further detail in *application scenario: active telephone marketing*). After each phone call, your staff will assess and classify it for the next working process.



The classification *demand - generate an offer* automatically leads the ticket into the phase of making an offer. Here, both the follow-up and the receipt of order control are ensured. Contacts cannot get lost.

After a classification into *Everything all right - no definite demand* a phonecall in connection with long-standing customer care is activated automatically after x months. In this way, you regularly speak to every customer for certain.

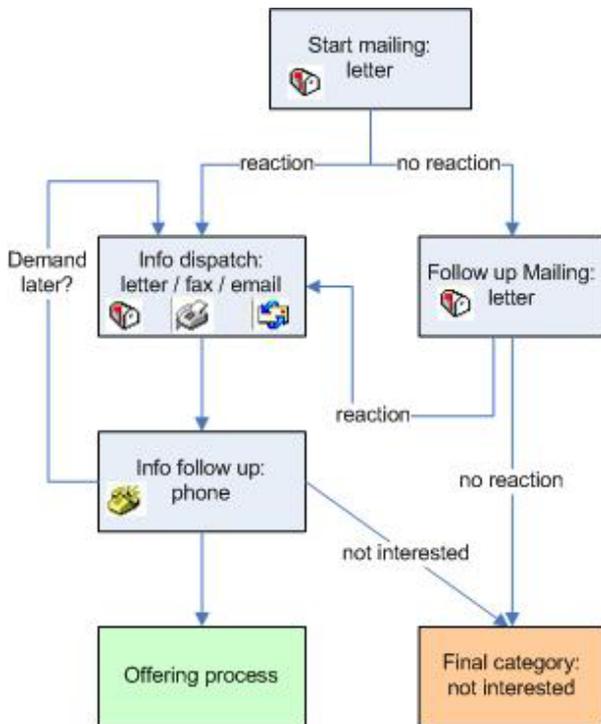
With the selection of *service inquiry - problem to be solved* additional processes can be activated, e.g. a service process. The problem can be dealt with straight away by forwarding it automatically to the right place.

What will you gain?

- Constant customer care and making full use of demand situations
- Focus on available potential
- Speeding up your processes by automated forwarding of information
- Automated contact documentation in the history
- No customer contact will get lost
- Clear assigning of duties: Who is in charge of which process level

Application scenario: acquisition of new customers

Due to the UWG (unfair competition law), cold callings as well as emails and faxes without a customer's permission are possible only partially. Therefore, the following scenario will be divided into two mailing campaigns. The target group has been pre-defined with the help of AG-VIP SQL's flexible selection options.

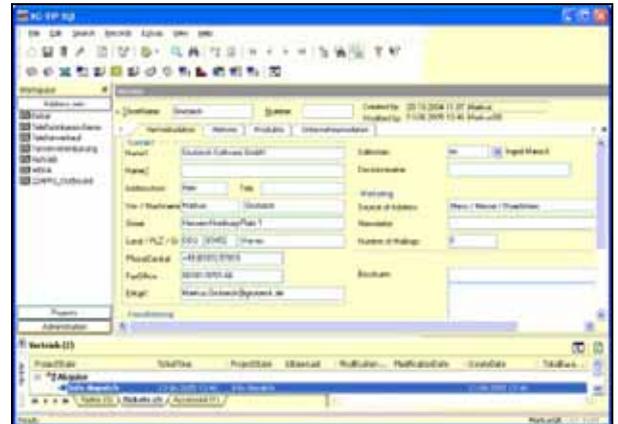


The address list is postage optimized for dispatch of info letters within Germany. Postally incomplete addresses are excluded automatically so that only complete addresses are selected.

Letter Type	Delivered letters	Overpayed letters	Price per letter	Total Amount
Infoport for Region 60000	1.055	0	0,25	263,75
Infoport for Region 63000	1.010	0	0,25	252,50
Sum:				516,25
Not optimisable addresses	37			

AG-VIP SQL offers you a complete control data file for standard letters with MS-Word.

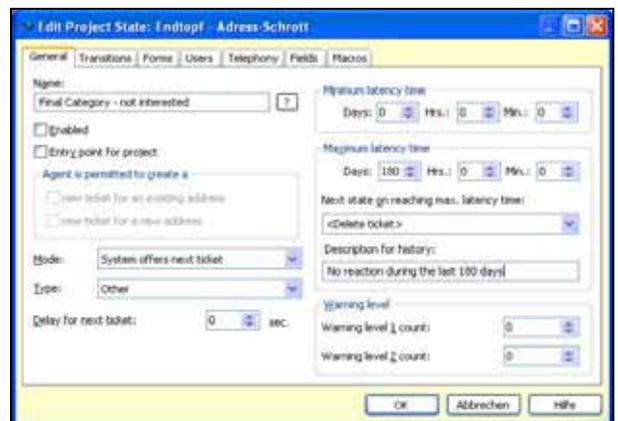
As soon as a customer responds, your staff will find the address on the basis of any criterion at will by a simple double click on the ticket.



The ticket will open automatically on the level *info dispatch*. At the push of a button, pre-defined documents can be generated, e.g. in MS-Word. For a follow-up call, the ticket is automatically classified to the level *info follow up*. Potential contacts won't get lost anymore. The acquisition process will be activated.

After two weeks, all tickets you didn't receive any response on are classified automatically into the *follow-up mailing* level because you can define a maximum and minimum waiting period.

By defining another maximum waiting period, customers who didn't respond are classified into a *final category: not interested*. In the sense of an Information-Lifecycle-Management, the generated tickets can be deleted automatically after x days.



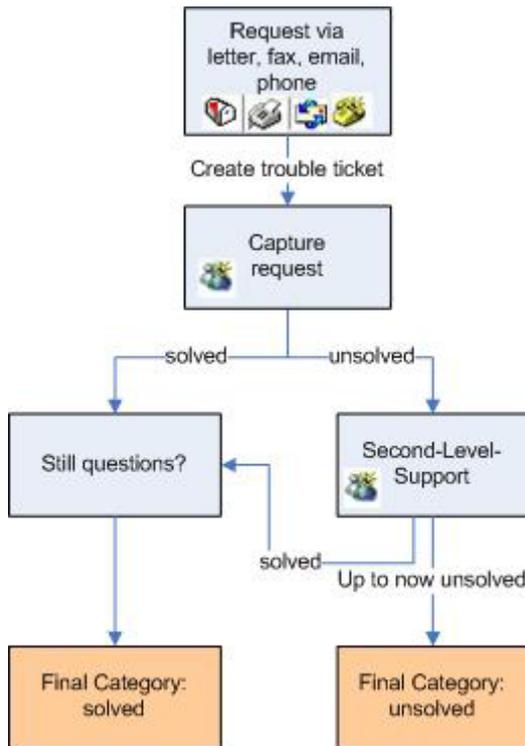
Still, the address data remains with the information that the customer didn't respond to the offered product. This helps to prevent the data base from getting unnecessarily big.

The statistic shows how many tickets are currently in which process step. This helps you to follow the success of your campaign any time so that you can intervene and control whenever you like.

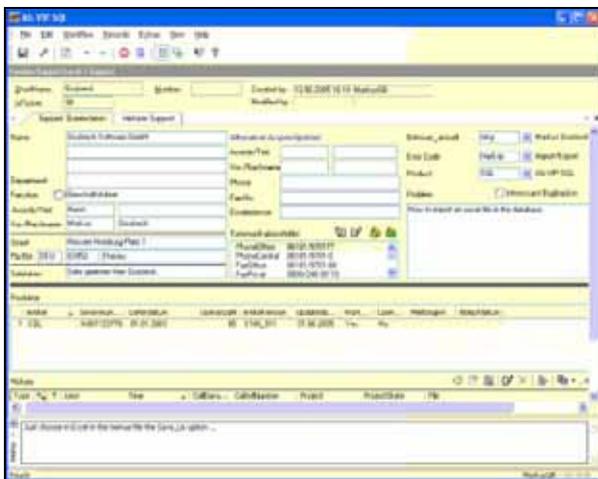
Application scenario: Service / Helpdesk

On the help desk, you receive requests via telephone, fax or email. For the most part, users will contact you that have problems with products or services or that are slightly agitated and are expecting your staff to promptly solve the problem.

In these situations, AG-V.I.P SQL Workflow-Engine helps you to provide the required information quickly and guarantees a structured way of dealing with the matter.



Unrestrictedly definable masks help to collect information in a structured way after support occurrences. Based on complete contact histories, every staff working in supports will find out immediately what kind of similar problems had been solved for your customer so far.



Every support question automatically contains a unique ID for the generated trouble ticket.

If too many support questions come in at support level 1, further support questions can be passed on to support level 2 by maximum waiting time. Tickets that have not been worked on within x hours are directly passed on to second level support. Naturally, in second level support any further number of escalation can be chosen.

Once a support question has been successfully solved, the tickets go back to process level *questions open*. If there are any further questions or subsequent problems, the ticket can be reactivated at any time. After some time, the support question is passed on into the final stage where it may be deleted automatically.

The project statistics shows how many support questions are currently to be processed on which level:

Title	Count	Percent...
1 Check contact data (Supp...	0	0,00%
2 Check contact data (Supp...	0	0,00%
3 Close support inquiry	57	91,94%
4 Level 1 - Call	0	0,00%
5 Level 1 Support	2	3,23%
6 Level 1 Support - Waiting ...	3	4,84%
7 Level 2 - Call	0	0,00%

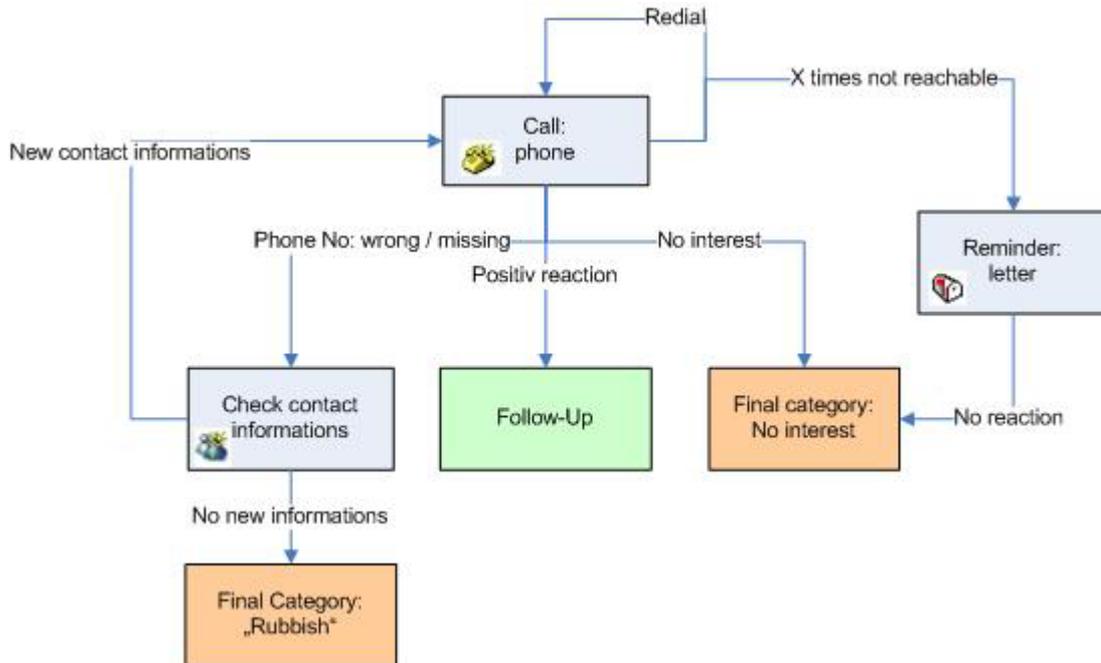
The total duration of processing per ticket is constantly recorded so that you can add up bills according to the exact time you spent on a support question.

Name1	TicketTime	TotalDuration	Produkt	Fehlerkate...
1 Die Werbe...	01.06.2005 14:52	00:02:07	SQL	Maskros
2 Spm Proje...	07.02.2005 16:00	01:03:47	SQL	Crash
3 TMA TeleM...	25.02.2005 10:38	00:04:43	TelPro	Sonstiges
4 Adressen ...	11.02.2005 11:01	00:03:30	VIP	Maskros
5 Aufwand Sc...	11.02.2005 10:18	00:17:08	SQL	DB
6 Bauer & Pa...	21.12.2004 15:24	00:09:02	VIPS	Inst
7 BPS Financ...	25.02.2005 11:46	00:58:06	SQL	TAPI

Your advantage:

- Structured complaint management safes customer relations
- Fast and competent consulting turns dissatisfied into satisfied customers
- Support questions are not overlooked owing to structured ways of proceeding incl. escalation
- Answering support questions is speeded up owing to automatic forwarding of information
- Bills can be added up according to the exact time of processing, because the total duration of processing is constantly recorded

Application scenario: active telephone marketing



Active telephone marketing means calling your customer or potential buyer actively. To make results-oriented telephone calls, you aim to reach a maximum number of telephone partners within minimum time.

Power dialer: more dial attempts

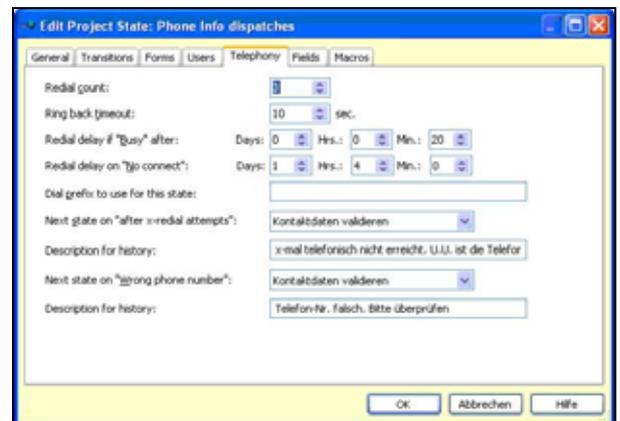
You just require a direct dial-in from your PC as offered by AG-VIP SQL Workflow-Engine via an integrated power dialer. The power dialer is compatible with all dialplates that have a standard CTI interface TAPI. In comparison with manual dialing, you will gain an increase of dial attempt of about 40%. The power dialer does the complete resubmission management for you.

You just have to put the desired addresses into the telephone work step. The Workflow-Engine takes on the job of distributing assigned agents to the selected tickets.

Management of invalid telephone numbers

If a telephone number is missing or incomplete, you usually have to solve it by hand. Addresses have to be marked. The new phone number has to be established and the corrected address has to be added to your current campaign. To prepare an invoice, you also have to record the total figure of telephone numbers you investigated.

The AG-VIP SQL Workflow-Engine automatically takes on the job of all the effort for you. Whether an address is linked with the correct phone number will be examined before dialing. You can define which telephone number fields are selected according to which priority.



In case no valid number has been found, the Workflow-Engine relocates the address automatically to the process level *validate contact data*. If a user can investigate the data, the ticket is automatically taken back to the current campaign. It is absolutely time-saving.

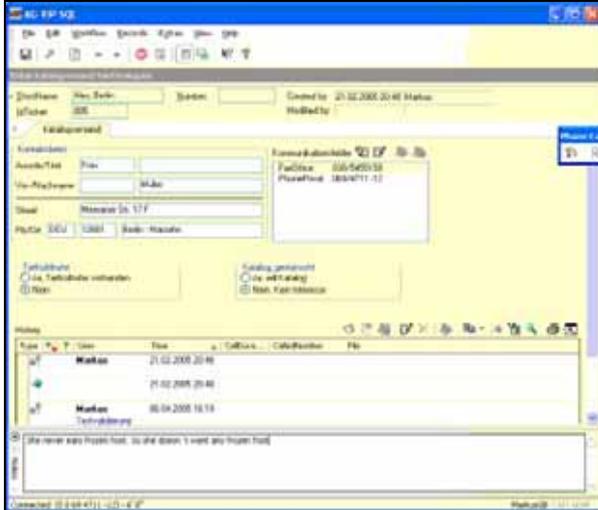
Integrated resubmission management

In case of a 'busy line' or 'no connection' you can define various resubmission rhythms. When the line is busy, it makes sense to choose a short interval. If nobody answers the phone, it makes sense to resubmit the address e.g. the next day four hours later.

Addresses that could not be reached for x times are automatically relocated to a suitable process level. Then, for example you can send a fax reminder.

The agent's interface

To make results-oriented calls, AG-VIP SQL provides all required information to your agents. For this you can use a tab view or a phone script, which automatically gives the agent the logical next question or information.



Options such as user interface design, graphics, colours, field or tab compilation can be chosen according to taste and creativity.

During a phone call, the agent can make notes such as what answers did he give to which questions. During saving, you can make a validity check based on event-controlled macros.

Increase your data quality

Standard AG-VIP SQL has an automatic zip-code recognition for Germany at disposal. Additionally, the street name is checked for cities with more than 50.000 inhabitants. You are offered street names that sound similar to correct wrong names. This helps you to work with correct addresses only.

During data capture, German account details can be checked either. It saves you unnecessary costs for debit entries and double calls.

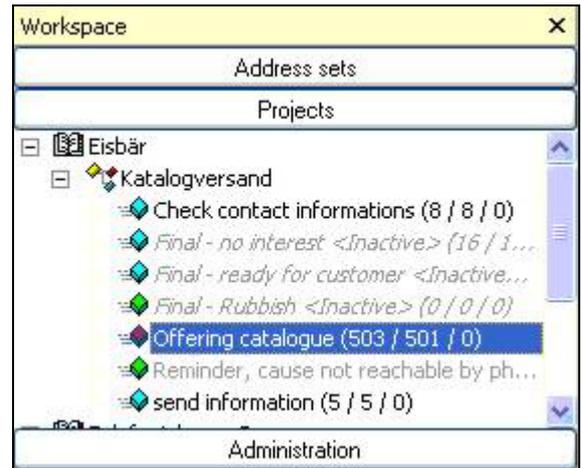
You will increase the quality of your results.

Accelerate follow-ups

Very often, just making a phone call is not enough. You might have to send follow-up information or to confirm an appointment. These steps are easy to handle with the AG-VIP SQL workflow concept. Once an agent has classified an address, it is automatically forwarded to the next process level where e.g. MS-Word documents can be generated automatically and be printed via your fax software.

Current project overview

The project overview shows all process levels to be worked on. You can define two different marginal values per process level. Below the first value, a green diamond icon is visible. Once the first limit is reached, the colour changes into blue diamond icon. Agents should work actively on this level. Once the second marginal value has been reached, the process level colour changes into red diamond icon which stands for 'urgent'.



With meter reading, e.g. (503 / 501 / 0), you can see immediately how many tickets there are on this process level (503), how many tickets need to be processed (501) and how many tickets are due appointments (0).

In addition to project statistics, there are special telephony statistics providing information on:

- Total amount of dial attempts within a period under review
- Number of connected / disconnected telephone calls
- How often has the line been busy or disconnected
- Accumulated net duration of a call
- Average duration of a call
- etc.

You can get these information both on the complete project or on single agents.

Advantages:

- More productivity by higher dial attempts with integrated power dialing
- Safe time by automatic resubmission management for 'busy line', 'no connection' or 'not reached for x times'
- Better data quality by data validating your keying-in
- Acceleration by automated follow-up
- Selective campaign control by integrated reporting

