

newsworthy trends

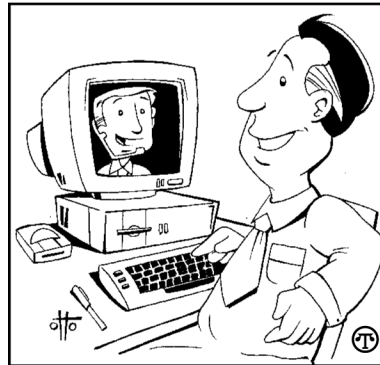
Improving Corporate Customer Service

(NAPS)—The customer may always be right, but how can you be sure that the customer is always getting the right kind of service? In order to improve “customer relationship management” (CRM), a growing number of organizations are using computer software to both understand and retain customers through the intelligent analysis of transaction data.

For example, one new software suite allows a full range of CRM applications to be integrated into personalized, visually intuitive “workspaces.” The software also maximizes investments in CRM technology for corporate staff, partners and e-Business customers.

Known as the Intelligent CRM Suite, the software was developed by Computer Associates International, Inc. (CA). It comprises four primary components which address virtually every aspect of CRM functionality:

- Customer Intelligence—Optimizes the delivery of information to customers and information about customers to those who support them;
- Sales and Marketing—Supports the Wireless Application Protocol, provides Web-enabled and stand-alone, customer-focused sales and market automation tools to support a variety of mobile field representatives;
- Customer Service—Leverages proven support desk expertise to deliver a powerful, adaptable and automated customer service desk platform; and
- Human Touch—Brings personalized interaction to increas-



Thanks to new software, companies are better able to provide top-notch customer service.

ingly automated and technology-driven e-Business relationships so that sales and support staffs can maximize the sense of live human interaction via the Web, even as they deploy new, automated, online CRM technologies.

“These analytical tools can help corporations achieve the most common CRM objective,” says Sharon Ward, Director, Enterprise Business Applications, Hurwitz Group, “positive impact on the bottom line.”

Adds Jacob Lamm, CA senior vice president, CRM, “The suite enables companies to unlock the value in their transaction data, in order to maximize profits and customer service. This CRM solution precisely meets the needs of today’s highly customer-focused organizations.”

Additional information on the Intelligent CRM Suite is available at <http://www.ca.com/solutions/enterprise/crm/>.