

Customer Relationship Management

The Fourth Shift Customer Relationship Management solution brings together sales force automation, marketing management, help desk, and customer service capabilities so you can do business faster, cheaper, and more effectively.



Overview.

By unifying front office operations and automating best practices, Fourth Shift Customer Relationship Management (CRM) enables your sales, marketing, customer service, and operations staff to accurately target prospects, decrease sales cycles, and improve customer support. This combination translates into improved productivity from your partner channel, lower communication and transaction costs, and enhanced customer satisfaction.

Benefits.

Fourth Shift CRM helps you to:

- **Increase sales revenue:** Through better automation, your sales organization can capture timely and accurate sales information to improve forecasting and follow-up. Successful processes can be captured and automated to improve sales success across the organization.
- **Maintain a close and personal relationship with each customer:** Using Fourth Shift CRM, you can maintain intimate relationships with virtually an unlimited number of customers. Fourth Shift CRM lets you engage prospects early in the awareness stage and capture critical information about customer habits, desires, and needs. Real-time accessibility to this information across the enterprise enables you to sustain long-lasting and mutually beneficial interactions with your customers.
- **Improve warranty tracking and RMA handling:** Fourth Shift CRM makes it easier for you to better track customer warranty information, allowing for more professional handling of returns for re-work, repair, or replacement for credit.

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- **Enhance the sales process:** Prospects can register on your website to request information, sign up for marketing programs, submit demographic and personal data, and request an immediate call back from an online salesperson. Your company can use this information to prepare a customized response for each prospect.
- **Automate all facets of marketing, sales, and customer service relationships:** Information entered by your customers, employees, and business partners can be automatically routed to the right people in your organization for immediate handling or follow-up.
- **Eliminate miscommunication and errors:** All customer information and interactions are consolidated in a single, central database to ensure everyone gets the same, consistent information, eliminating common miscommunication and errors.
- **Add value to customer relationships:** You can capture vital information about your customers' requirements, preferences, and problems, enabling you to create solutions that offer more value and keep your customers connected to your company for life.
- **Improve your business strategies:** The system captures essential information about your customers that you can use to determine what products and services to enhance. Employees and partners can run analytical reports online to evaluate opportunities, marketing projects, orders, activities, and support incidents, then use that insight to make more informed business decisions.

Features and functions.

Fourth Shift CRM enables you to extend the boundaries of your enterprise to customers and business partners. This CRM solution integrates sales force automation, marketing management, help desk, and field service with the Fourth Shift ERP backbone. Fourth Shift CRM functionality includes:

- **Communication:** Fourth Shift CRM facilitates unified, multi-channel, multi-media communication with customers. The system enables you to transform a static website into a dynamic collaborative self-service tool for customers and prospects.
- **Interaction:** All information is integrated, allowing each group to interact and view relevant information in the format most meaningful to them.

- **Accessibility:** Information can be accessed from desktops, notebooks, and Windows CE devices.
- **Integration:** The 32-bit application fully integrates Microsoft Windows NT and Windows desktop, and mobile computers with Microsoft BackOffice Servers. The application also integrates the award winning, industry acclaimed Pivotal CRM software with the Fourth Shift ERP backbone.
- **Compatibility, security, and stability:** Fourth Shift CRM takes advantage of SQL features to increase CRM performance, optimize scalability, simplify administration, and lower total cost of ownership. The Microsoft SQL Server 7.0 compatibility ensures a strong technology future, while providing small and midsize manufacturers with a higher degree of security and stability.

To learn more about how the Fourth Shift CRM solution can enhance your manufacturing business, contact your Fourth Shift representative or visit www.fourthshift.com

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