



Save9 Data

-  *Customer Records*
-  *Order Tracking*
-  *Information Management*
-  *Direct Marketing*
-  *Telephone Integration*
-  *Accounts Integration*
-  *Email & Web Orders*

Mastering customer information

Easy access to properly organised and up-to-date business records is a powerful competitive tool that has economic importance. The value of information can no longer be ignored. According to a PricewaterhouseCoopers survey (Global Data Management Survey 2001) three quarters of the 600 enterprises surveyed admitted encountering significant problems due to poor information management. One third of those surveyed said that they had lost customers for the same reason. However, the most damaging consequence was "customer service" related problems such as unsatisfied clients or the supply of wrong or incomplete products and services.

Take a look at the current situation at your own organisation. Has an information processing strategy been implemented? Has your company created an online product or services database? If the answer is "no" to either question, then it is time you considered a Save9 Data solution.

Database design

In order for Save9 to design and implement an effective database solution several steps need to be put into place. Firstly, potential outside sources of information (sales support documents, web sites and customer forms) need to be identified. Secondly the establishment of an information transfer procedure must be set-up, allowing pertinent information to be transmitted efficiently within the company - this may include links to legacy database systems and accounts software. Then, once a critical mass of data has been collected, the information must be properly formatted and designed for relevant access in order for it to be utilised by specific teams or individuals.

Faster work flows

It is imperative to implement a streamlined system of information transfer from start to finish - a real workflow. By integrating a custom designed database system that spans your organisation's record keeping and work flows in sales, accounts, e-commerce, marketing, customer service and point-of-sale you can create a complete profile of your customers and offer an insight into their buying patterns, sensitivity points, and preferred methods of contact and communication.

In your company there are individuals with specific information needs. Save9 builds databases around custom work flows so that different people have different versions of the database screens with the same underlying data stored centrally. This approach speeds up staff learning and restricts access to confidential sales or account information.

Web databases

It is not our belief that all organisations should be focused 100% online. However, the reality in today's marketplace is that business models are constantly changing under the pressure of Internet technology. A Save9 web database solution allows your staff to access a company database from almost anywhere in the world and from almost any type of computer system. This saves you money on computer hardware and database software because a standard web browser is only required by each user.

Software, support and training

Researching and selecting the right database software is often time consuming and distracting for a busy company. Save9 can deliver the right data solution, server equipment, support options, project planning and training for your end-users.