

WAVE CUSTOMER
MANAGE RELATIONSHIPS TO
UPSELL AND RETAIN YOUR
MOST VALUED CUSTOMERS



Support organizations swamped with incoming issues can be hampered by a limited view of customer relationships.

Lack of visibility leads to missed sales opportunities, indifferent or irritated customers and, eventually, revenue loss.

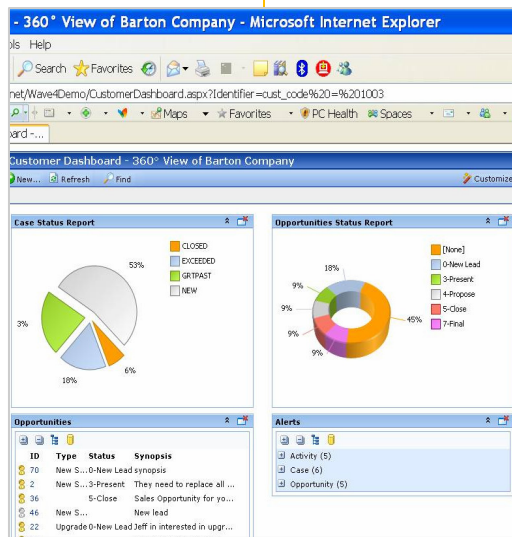
The Wave Customer Module™ brings you a 360-degree view to continuously engage and upsell customers.

The application makes it easy to:

- ▶ **Segment customers** by product interest, geography, title—whatever attributes you choose—then keep them engaged by sending email newsletters, announcements, surveys and invitations tuned to their interests
- ▶ **Track activities** of per customer and/or per related party so everyone that touches the customer remain aware
- ▶ **See all opportunities** and cases (with

Sales and Support modules) per customer

- ▶ **Monitor and manage** all related parties associated with the customer so that you can have effective communication streams
- ▶ **Track customer hierarchy** and easily see or navigate through the maze of organizational structures
- ▶ **Define types of customers**, whether partners, contacts, enterprises, divisions and more... whatever works for your environment
- ▶ **See performance results** via real-time reports, including activity by agent, case status, upcoming contract renewals, customer information, customers with issues and more



For detailed information on any of our solutions, contact us at 1-800-540-6061 or info@firstwave.net

www.firstwave.net