

GroupWise Integration

Achiever offers seamless integration with Novell GroupWise Email and Calendar to provide a complete solution leading to improved communication and increased customer satisfaction.

Email integration

At the core of Achiever is a flexible, true relational database that provides the capability to capture customer, partner, prospective customer and competitor communication and profile details from all channels, at any stage.

Achiever works seamlessly with Novell GroupWise to automate the creation of personalised Emails such as appointment confirmations, based on pre-defined templates. A history of outbound Emails is recorded against the client record for future analysis and reference.

Achiever CRM enables organisations to improve the level of customer service offered. Any incoming enquiries are automatically responded to and follow-ups automatically generated for your customer service or sales team. Details from incoming Emails can be stored against the relevant contact in Achiever so anyone in the organisation can see a complete history of all correspondence be this sales enquiries, literature request or support log.

Schedule integration

Achiever provides integrated scheduling to manage and co-ordinate all internal and external activity, including appointments and calls. Integration with Novell GroupWise calendar allows diary items to be synchronised between Achiever and Novell GroupWise leading to increased visibility of information across the entire organisation.

Internal meetings and other actions can be scheduled from non-Achiever users within Achiever to maintain a complete history. The level of integration is controlled by the user. Updates to actions are automatically kept up to date in both systems and deletion options can be set accordingly. Associated contact details are automatically transferred with the activity from Achiever into the Contacts folder in Novell GroupWise.



Key Features

- Send personalised Emails

- Perform Emails campaigns and track responses

- Automatically manage unsubscribes

- Track incoming Emails against the corresponding client record

- Process incoming web enquiries

- Synchronise Novell GroupWise calendar with Achiever diary

Email marketing

Achiever's campaign management and eMarketing enables marketers to maximise developments in technology. Integration with Novell GroupWise enables permission-based Email campaigns to be executed from Achiever to deliver personalised Emails and eNewsletters.

Achiever WebConnect automatically processes incoming Emails in line with pre-defined business rules. It automatically processes opt-outs to comply with data protection rules. In addition, incoming web enquiries are processed in accordance with pre-defined rules to ensure prompt response and action.

Furthermore, Achiever WebConnect automatically processes and identifies any undeliverables to enable marketers to target incorrect Email addresses separately or as part of data cleansing campaign.

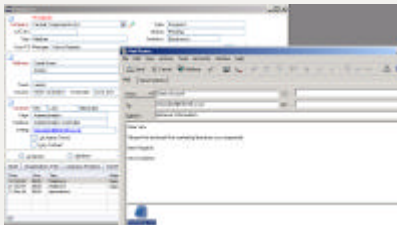
Key Benefits

Improve internal and external communication

Increase visibility of information

Increase customer satisfaction

Improve targeting for more effective marketing campaigns



Want to find out more?

Contact us now to discuss your requirements in more detail.

Call: 0870 241 1756
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