

# CUSTOMER RELATIONSHIP MANAGEMENT (CRM)



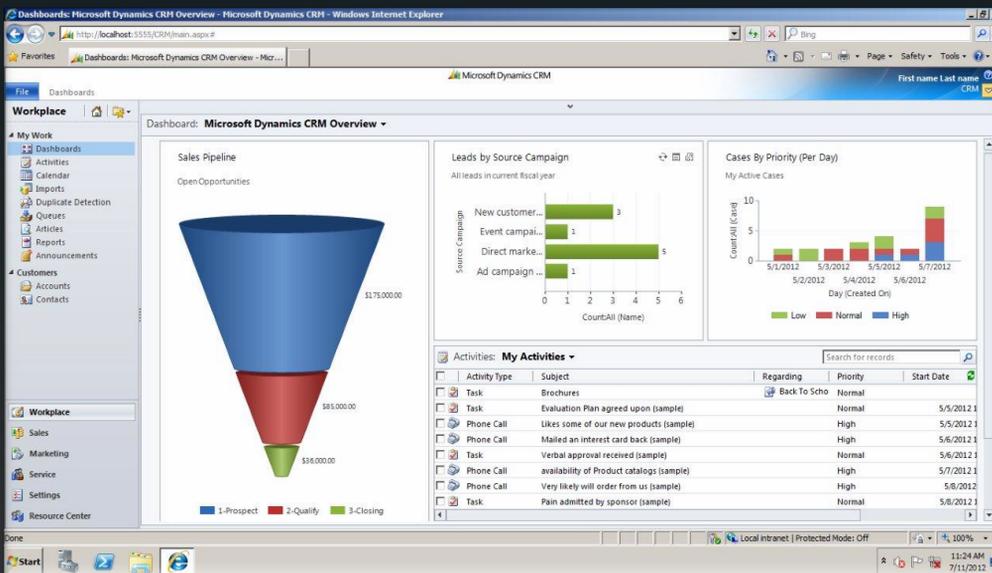
**Netiks International is a Microsoft Business Solutions Partner, certified on Microsoft Dynamics CRM since 2004.**

This solution provides the full spectrum of customer relationship management, namely marketing, sales and service capabilities helping businesses of all sizes to identify, win and grow long-term business relationships.

Microsoft Dynamics CRM accelerates user adoption thanks to the familiar Microsoft user experience and leverages its open architecture to streamline processes across an entire business.

# CRM RETAIL

**Microsoft Dynamics CRM** helps retailers to develop compelling product and service offerings, create and manage a customer loyalty program and optimize the client management life cycle to drive more business success. It also improves customer service by disseminating real-time information across various departments and systems.



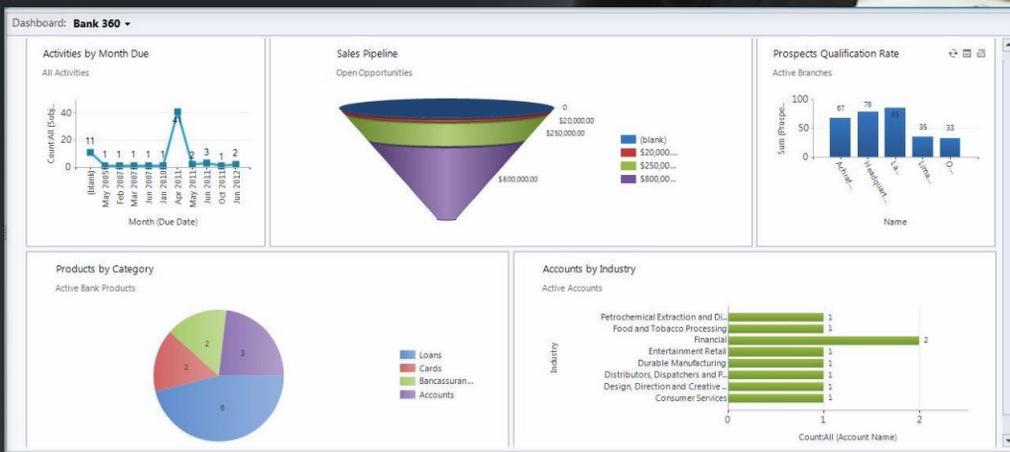
**Netiks International** has the ability to leverage this solution according to the needs of the retailers.



# CRM BANKING

**Microsoft Dynamics CRM 2011** also targets banks and financial institutions with analytical, operational and collaborative features to increase operational productivity and improve customer loyalty.

Our distinction is that we have developed, on top of **Microsoft Dynamics CRM**, banking functionalities that fit any financial institution and capitalizes on existing systems to up-sell and cross-sell banking products.

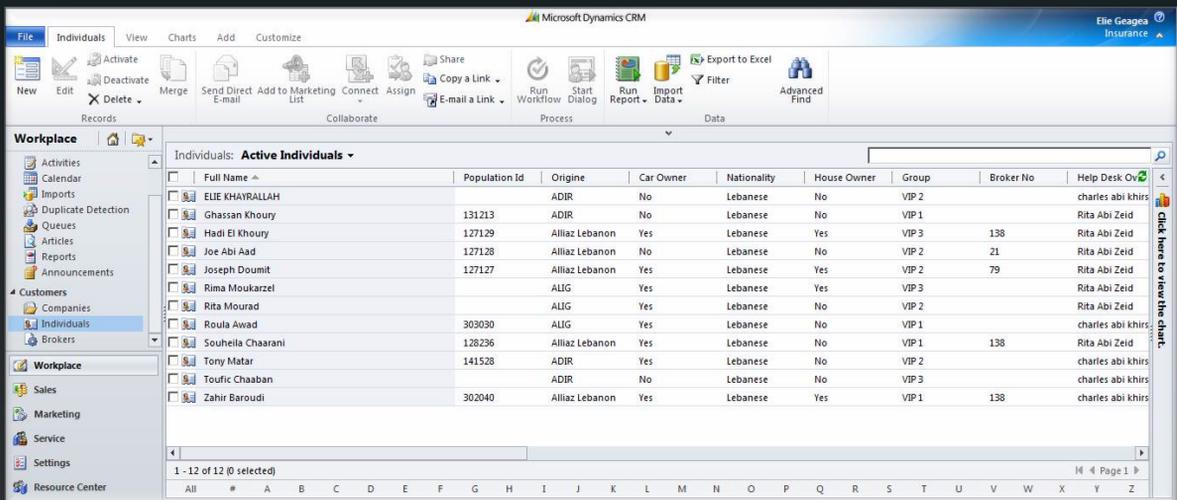


It offers customer interaction history, 360 degrees view of a customer and call center automation and manages complaints, campaigns, activities... In line with the mobile lifestyle trends, these features allow the institution to reach customers on all touch points (internet, mobile, branch, etc... ).

# CRM INSURANCE

The insurance industry is turning to a customer-centric approach in order to reduce operating costs while better equipping agents, brokers and service representatives to improve the customer experience.

Thus, a well-defined and executed customer relationship strategy or solution is exactly what they need in order to survive in their market.



The screenshot displays the Microsoft Dynamics CRM interface for 'Elie Geagea Insurance'. The main window shows a list of 'Active Individuals' with the following columns: Full Name, Population Id, Origine, Car Owner, Nationality, House Owner, Group, Broker No, and Help Desk Ov. The list contains 12 records, with 10 selected. The status bar at the bottom indicates '1 - 12 of 12 (0 selected)'.

Full Name	Population Id	Origine	Car Owner	Nationality	House Owner	Group	Broker No	Help Desk Ov
<input type="checkbox"/> ELIE KHAYRALLAH		ADIR	No	Lebanese	No	VIP 2		charles abi khirs
<input type="checkbox"/> Ghassan Khoury	131213	ADIR	No	Lebanese	No	VIP 1		Rita Abi Zeid
<input type="checkbox"/> Hadi El Khoury	127129	Alliaz Lebanon	Yes	Lebanese	Yes	VIP 3	138	Rita Abi Zeid
<input type="checkbox"/> Joe Abi Aad	127128	Alliaz Lebanon	No	Lebanese	No	VIP 2	21	Rita Abi Zeid
<input type="checkbox"/> Joseph Doumit	127127	Alliaz Lebanon	Yes	Lebanese	Yes	VIP 2	79	Rita Abi Zeid
<input type="checkbox"/> Rima Moukarzel		ALIG	Yes	Lebanese	Yes	VIP 3		Rita Abi Zeid
<input type="checkbox"/> Rita Mourad		ALIG	Yes	Lebanese	No	VIP 2		Rita Abi Zeid
<input type="checkbox"/> Roula Awad	303030	ALIG	Yes	Lebanese	No	VIP 1		charles abi khirs
<input type="checkbox"/> Souheila Chaarani	128236	Alliaz Lebanon	No	Lebanese	No	VIP 1	138	Rita Abi Zeid
<input type="checkbox"/> Tony Matar	141528	ADIR	Yes	Lebanese	No	VIP 2		charles abi khirs
<input type="checkbox"/> Toufic Chaaban		ADIR	No	Lebanese	No	VIP 3		charles abi khirs
<input type="checkbox"/> Zahir Baroudi	302040	Alliaz Lebanon	Yes	Lebanese	Yes	VIP 1	138	charles abi khirs

**Netiks International** has also adapted **Microsoft Dynamics CRM** for insurance companies by providing centralized policy holder information, agent and broker productivity, workflow automation, business intelligence and deep customer knowledge.

These, in hand, are very beneficial to the company in order to obtain operational efficiency, customer loyalty and services, thus acquiring new customers and keeping current ones.



# CRM TELCO

Microsoft Dynamics CRM fitted for Telco, is the best tool for any telecommunication provider to minimize churn and maximize loyalty.



DSL: 01200019 - Windows Internet Explorer

http://crm:5555/userdefined/edit.aspx?id={FB4DC007-7FC3-DC11-8F09-028FC0A81135}&etc=10012

File Actions Help

Save and Close Send E-mail Follow Up

DSL: 01200019

Details: Information Activities History Sales: Opportunities

General Feasibility Results Notes Inventory

General Information

Individual	<input checked="" type="checkbox"/>	Has Internet Line	<input type="checkbox"/>
Phone Number	01200019	Internet Line	
Mouhafaza	MOUNT LEBANON	L Number	155902
Caza	KESROUAN	Street	Blue Street
City/Village	SABRAJOUR	Building	Corner Building 12

Dates

Deactivated	<input type="checkbox"/>	Date of Activation	01/11/2007
Date of Installation	24/10/2007 11:00 AM	Date of Survey Result Update	
Date of OGERO Order	17/10/2007	Date of Survey Submittal	

Status: Active

Start GlobalCom Data Services... Microsoft CRM 3.0 - Win... DSL: 01200019 - Win... 12:03 PM

Retaining subscribers by initializing campaigns, tracing behavior and acting according to results is what the blend between **Netiks'** know-how and **Microsoft CRM's** capabilities offers.

While marketing campaign automation is one essential contribution, call center capabilities build "one-to-one" relationships with clients, making them feel unique and valued.

# CRM INTEGRATED VIEW

The Integrated View application is a multi-language add-on for **Microsoft Dynamics CRM**.

Information	ID	18778	Client Sequence	1
Accounts	Nationality ID	177	ClientTypeID	1
Loans	TitleID	14	MaritalStatusID	4
Car Loans	RelationshipTypeID	3	Related Parties Count	1
Client Balances	IsResident	1	ProfessionID	15
Policies	ClientCategoryID	5	BusinessActivityID	154
	EducationLevelID	1	LanguageID	
	ActionTypeID	2	EconomicSectorID	36
	Birthday Foundation Date	31/12/1947 00:00:00	Action Date	27/03/2010 09:15:37

Export Customers

Selected Rows  
All Rows in page  
All Rows in all pages

Client Sequence	ClientOpenDate	First Name	Main Phone 1
1	30/03/1989 00:00:00	SALEH	1702313
1	24/02/1990 00:00:00	MICHEL	8805889
1	20/01/1989 00:00:00	ORTHODOXE DE KBOULA	
1	05/07/1989 00:00:00	JACQUELINE	3258119
1	30/06/1989 00:00:00	YVETTE	3849474
1	07/03/1989 00:00:00	GISELE	1887396
2	24/01/1991 00:00:00	RITA	1332224
1	29/10/1990 00:00:00	GABRIEL	1219099
1	25/10/1990 00:00:00	ELIE	1269188
1	31/01/1990 00:00:00	ANTOINE	1562204
1	02/11/1989 00:00:00	GABRIEL	1218045
1	20/09/1989 00:00:00	COLETTE	4409919
1	28/06/1989 00:00:00	FOLAD	3262589
1	17/11/1987 00:00:00	AL ISLAMIA	6431434
1	23/01/1987 00:00:00	SAID	3323211
1	24/03/1987 00:00:00	CIATIONS MUSULMANES	
3	07/03/1988 00:00:00	JEAN PIERRE	1443010

Back



The application facilitates users' inquiries in external databases through a user-friendly interface and enables users to get required results portrayed on a single, centered screen.

The dynamicity of this solution enables the user to edit, manage and export the information acquired.

Export Transactions

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Transaction ID	Transaction Flag	Entry Date
19209	1	28/04/2010 00:00:00
18762	1	28/04/2010 00:00:00
14154	1	28/04/2010 00:00:00
14068	1	28/04/2010 00:00:00
12637	1	28/04/2010 00:00:00
10784	1	28/04/2010 00:00:00
10559	1	28/04/2010 00:00:00
10497	1	28/04/2010 00:00:00
5496	1	28/04/2010 00:00:00