

# Introducing iMetal

Local Service - Global Strength



## iMetal CRM

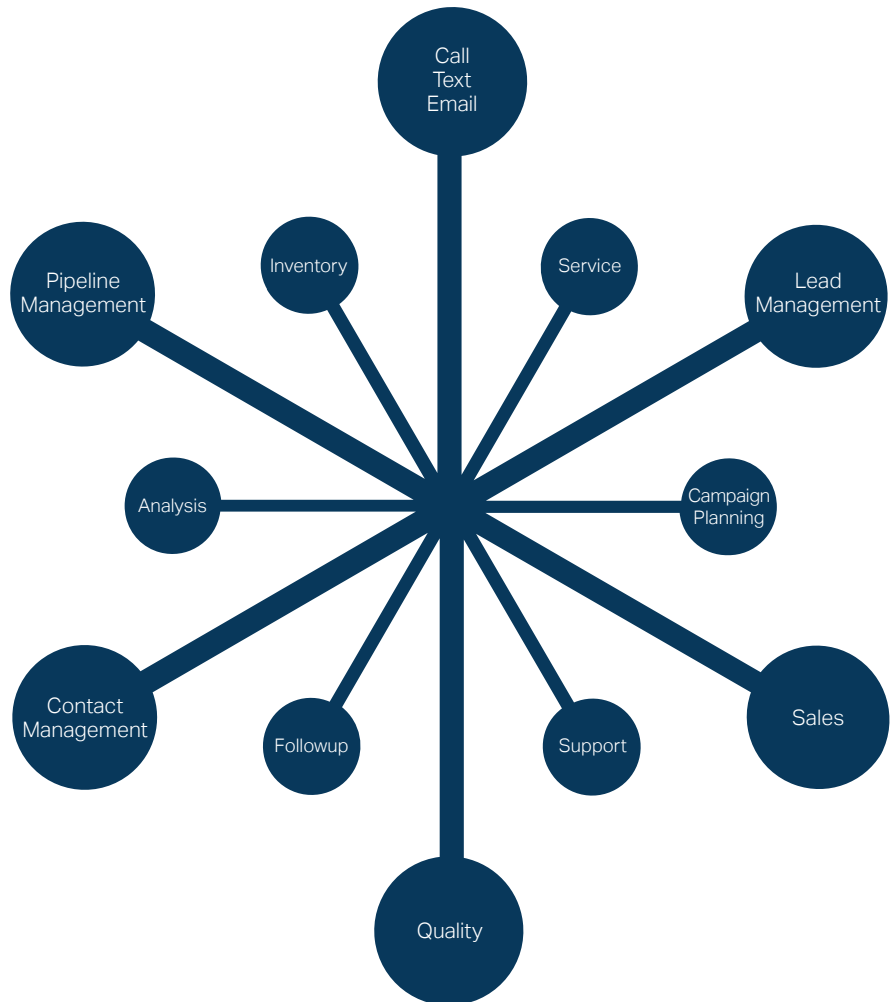
iMetal includes customer relationship management (CRM) tools to track customer interactions, thereby providing deeper insights about customer behavior and needs.

LEARN MORE...



# CRM

- Keep track of relationships to keep relationships on track
- Deliver the right message
- Create relationships
- Nurture leads
- Increase opportunity pipeline
- Automate marketing
- Identify, target and attract the right prospects
- Focus on personalized service and marketing that leads
- to increased sales, loyalty and retention



It's an integrated, data-driven software module that improves everything crucial to developing, improving and retaining your relationships and how you interact and do business with your customers.

### **Maintain:**

- Customer relationships
- Track sales leads
- Nurture leads
- Marketing
- Pipeline
- Deliver actionable data
- Build Custom Dashboards to analyze data
- Run campaigns featuring Email and Web content
- Personalize customer experience
- Promote better service engagement experience
- Measure the past and Identify leading sources for the future
- Know the best next action to move relationships forward
- Engage and collaborate anytime anywhere
- Create upsell or cross-sell opportunities using customer data
- Resolve issue quickly and improve service based on feedback
- Mobile App
- Put your sales staff on the right track by putting the important next step front and center
- Improve follow up
- Complete contact log - See who has done what and when
- Lead scoring improves pipeline data
- Clear and intuitive interface
- Export and Import databases
- Create and complete tasks and Journals

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### **CRM – Customer Relationship Management**

The most precious resource for any company is its customer base. The cost of winning new customers is high and the cost of losing a good customer can be even higher, so in today's increasingly competitive market, retaining your customers, and delivering them a first class service, is essential.

Metalogic's iMetal Market Customer Relationship Management (CRM) system provides you with the tools for sharing the information your company needs to ensure that you effectively manage, and hence retain and satisfy, your customers.

### **CRM – Market Management Market**

iMetal Market is a first class tool to help manage sales activity for prospective clients, allowing your sales teams to build up a picture of your Prospect's requirements, markets, personnel and activities.

Prospect contact information is recorded and made available for reference throughout the company to increase your chances of converting your Prospects to Customers.

### **CRM – Sales Management Sales**

iMetal Market's on-line display of Sales Key Performance Indicators provides Sales Managers with a real time picture of

your company's performance against targets set for each of your customers.

Sales activity can be driven by Sales Campaigns and the Call Activity of your sales-force can be monitored to ensure that the results of your efforts are maximized.

### **CRM – iMetal Market**

iMetal Market can be used to manage all of your business relationships including suppliers and internal staff, as well as customers and prospects.

- Provide better customer service
- Enable the sales team to become more efficient
- Manage marketing and sales processes
- Establish new customers
- Increase customer revenues and reduce communication costs
- Share vital customer and supplier information throughout the business
- Manage and share external partner contacts throughout the business
- provide consistent contact process with your customers and suppliers





## Companies

At the heart of iMetal Market are a set of comprehensive Company Information files used to record and maintain detailed data about your customers, suppliers and prospects.

This information is stored as both analyzable data and information rich textual formats, enabling you to capture, record and utilize the maximum information available. Flexible search tools are included to allow you to quickly find details of Customers, Suppliers and Prospects and records of the communications you have with them.

## Contacts

For each Company you can maintain similar information for each Contact associated with them. Detailed information about contacts can be maintained independently from the companies to which they belong and this data can be used to extend the information available about your Customers, Suppliers and Prospects.

## Journals

Journals allow users to record and share the details of phone calls and other communication with your customers, suppliers and prospects. Against each Company, the journals for all users can be viewed, allowing important and valuable information to be shared throughout your business.

## Tasks

Tasks can be raised to remind users to call or visit a Company, or as part of an internal process aimed at delivering a project to the customer. iMetal Market Tasks can be viewed with internal inquiries or integrated with external diary systems to provide an overview of user activity.

## Categories

Customer and prospect information can be analyzed by using eMetalMarket's flexible, user defined Category system. Categories can be used for classifying customers by Product, Turnover, Sector, SIC Code or any other criteria that you wish to use. Categories can be recorded at both the Company and Contact level and these can be used in conjunction to refine your customer searches further by adding personal or individual classifications to your Contacts.

## Campaigns

iMetal Market can be used to create and manage Campaigns of sales or customer service activity that can include mail/fax/email shots or phone call schedules including multiple members of staff.

## Budgets/Targets/Statistics

iMetal Market includes customer Budget/Target functionality which allows you to monitor and measure the success of your sales activity. When integrated with Metalogic's iMetal Metals Industry Management system, graphical display of Sales Key Performance Indicators are available at the touch of a button.

## Integration

iMetal Market is designed to be fully integrated with iMetal's Metal Industry Management system. In effect iMetal Market becomes your Sales Desk interface, allowing direct access to Quotation and Sales Order Entry, Sales History, and Sales Statistics.

For more details on iMetal Market or any of Jonas Metals Software range of products contact your Jonas Metals Software Consultant or call us directly via the address below.



## Our customers don't care how much we know, until they know how much we care

Our client facing team members have many years of experience working in and supplying the metals sector with functionally specific software. Our consultants are focused on delivering results with minimum cost and maximum attention to detail, ensuring you get a return on your investment, not just a good-looking set of screens.

It is this distinction that puts Jonas Metals Software ahead of other suppliers who offer generic solutions to the specialist sector.

## If you need a system that works for you, not against you... call us today!



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