



TallEmu

CRM

Helping Australian Businesses
Work Smarter



Factsheet - 2013

- ☛ Is CRM the Right solution for your Business?
- ☛ Are you still using Excel to run your business?
- ☛ Do you have ONE view of all your customer's data and interactions?
- ☛ Can this be shared with the rest of your team?
- ☛ Do you know what going on in the business with a click of a button?
- ☛ Are your marketing efforts being recorded and monitored against actual Sales?
- ☛ Are you having to key data into two systems?

What is Tall Emu CRM?

Tall Emu CRM provides businesses with a powerful yet inexpensive CRM system with features that would usually only be available through either custom made solutions or ultra-high cost CRM solutions far out of reach of the average business.

Many other CRM solutions are rigid or lack functionality, which results in the business making compromises against their original objectives.

Tall Emu CRM gives a business a strategic impact by removing the usual barriers to entry that businesses face when contemplating systemizing their business processes.

Customizable to any business regardless of business model

- Ease and speed of implementation - operational in a day.
- Automation and integration gives real day-one productivity benefits; therefore easier for business justification.
- Cost – because it negates the usual development cost associated with process customisation.
- Easy migration – using our migration wizard for various branded CRM solutions that might be used.
- E-commerce enabled – Shopping cart, web forms all integrated and synchronised with the CRM out of the box makes trading online a seamless process.



“ Yes, I would definitely recommend Tall Emu CRM. They are honest, reliable, hard working, do what they say. It is great being able to deal with the Principals rather than staff who keep changing. We want them to be in business for a long time. ”

Sharon Austin
General Manager
Peer Support Australia

Tall Emu CRM CLIENT TESTIMONIAL

REQUEST A DEMO OR ASK A QUESTION

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Benefits of Tall Emu CRM are:

Improved Customer Service delivery

Tall Emu CRM (TECRM) software gives your customer service centre, support and sale staff access to all the information regarding customer histories, be it emails, calls or transactions. You don't have to know the customer personally to get their background, as all information about that client is now shared.

Increase Revenue and number of Sales

With TECRM, sales staff can better manage their prospects and activities, and close their deals faster. Additionally it can help sales reps identify new opportunities, and improve their ability to up-sell and cross-sell to customers (it costs a business 8 to 10 times more to acquire a new customer than to keep an existing one, according to the 2006 report by DM Review).

Transparent Sell Pipeline and Forecasting

A CRM solution also gives the manager of a sales team increased visibility into pipelines and forecasts, and can help them more accurately assess and track sales rep's performance.

Reduced Costs & Improve Internal Productivity

Most businesses are challenged by managing the disconnected and inefficient customer-facing processes that exist across the business. With TECRM these activities can be tightly integrated and streamlined, which can optimise resources and increase productivity.



CASE STUDY

Education course provider needed to centralise their data, reduce manual processes through integration & automate of tasks & systems.

THE ISSUES

There were too many systems needed to manage the business; none of which interacted with each other. Additionally, their website required complex data-entry to publish information. This resulted in much double, or even treble the entries of data.

THE SOLUTION

Tall Emu CRM helped to consolidate and automate their business. Their old accounting system was replaced with MYOB which Tall Emu CRM can automatically update.

Information which was manually entered and maintained, such as customer's status, was automatically managed based on subscription, course enrolments, product purchases and payment history.

And the data from the old systems were migrated into Tall Emu CRM.

The website was enhanced to include a shopping cart that allowed customers to order products and book courses. The cart is managed in Tall Emu CRM and all activity is automatically synchronised back to Tall Emu CRM.

TESTIMONIAL

Q: What Benefits have you gained since installing Tall Emu CRM?

"Less duplication of work. Able to track teacher movement between schools. Cart facility on website - makes us look technologically savvy."

Tall Emu CRM Key Features

Total Contact Management

Tall Emu CRM offers a complete way to keep track of all your business contacts and company details in one place. Every single interaction by every member of staff is recorded and lets you gain a complete "360 Degree" view of each customer – at both the contact and company level.

Group Calendars and Information Sharing

Assign and manage tasks, projects as well as share calendars easily throughout an organisation. Synchronisation with Outlook and mobile devices.

Targeted Marketing to your Customers

Tall Emu CRM Marketing lets you use what you know about your customers to target them using personalised marketing to increase their interest and the likelihood of a sale. Using Dynamic Target Lists, you can tell Tall Emu CRM to, for instance, "find me all customers who like Shiraz and live in NSW" and then execute a campaign to mail customers who fit the bill.

MYOB, QuickBooks & EXO Accounting Link

Combine your accounting and customer information inside Tall Emu CRM for a complete business solution. You can import and export both customer and financial data between Tall Emu CRM and MYOB or Quickbooks.

Simple to keep track of your business

One thing every growing business needs is reliable figures on what's going on in the organisation. The information provided by accounting systems only provides part of the story. Tall Emu CRM provides a quick way for managers to gauge the performance of staff and their business units using powerful query tools and graphical dashboards.

Integration with Outlook

Tall Emu CRM allows synchronisation of Outlook contacts, emails and meetings. Emails to and from customers can quickly and easily become part of that customer's history with a single click. Emails can be linked with specific projects or opportunities giving you a full view of the customer from multiple perspectives.



Multiple ways to access your information remotely

Tall Emu CRM can work in multiple branch offices, on laptops or via the web access module. It can be deployed flexibly to meet your business needs using a combination of real-time access (direct database), WebCRM or using synchronisation to give you access to your data when you're on the road.



HTML Email, SMS, Word and Fax Merge

Tall Emu CRM has personalised HTML emails, word merges, SMSs and faxes. Each communication method offers full "merge details" capability allowing not just name and address, but data from other sources such as product information based on their buying preferences or purchase history.

Security

Comprehensive security settings control which users can modify records and how they can modify them, including per user, per group, or per team options.

Shopping Cart

Tall Emu CRM connects with an online store to allow you to sell online but have all the data regarding the sales automatically posted into CRM for fulfilment and tracking. With Tall Emu CRM you maintain your product lines inside CRM and it's automatically uploaded to the Internet shopping cart.

Extend the Power of Tall Emu CRM

Tailor Tall Emu CRM to meet your unique business needs with optional customisation services. Tall Emu CRM can be extended to work with YOUR business systems, and to capture YOUR data. Either your internal team members can do this with some basic training, or outsource the problem to Tall Emu and let us deliver you an integrated solution.



TALL EMU CRM KEY FEATURES

- ✓ Opportunity Pipeline
- ✓ Outlook Synchronisation
- ✓ Communication: Email, Faxes, Letters and SMS
- ✓ Campaign Management
- ✓ ClickStream (Lead intelligence)
- ✓ Products and Pricing
- ✓ Asset Management and Maintenance
- ✓ Project Management
- ✓ Reporting and Dashboard
- ✓ Reporting and Dashboard Designers
- ✓ Document Management
- ✓ Workflow Wizard
- ✓ Accounting Link (MYOB/Quickbooks)
- ✓ E-Commerce Modules
- ✓ Sales orders, Quotes & Invoicing
- ✓ Stock Control
- ✓ Multi-site Synchronisation
- ✓ Help Desk and Customer Service Management
- ✓ Add Custom Data Field
- ✓ Add Custom Data Tables
- ✓ Batch Processing
- ✓ Dynamic Marketing Lists
- ✓ Google Maps
- ✓ Import & Export of Data
- ✓ Offline Mode
- ✓ Web Access Module (Coming Soon)
- ✓ Telephone Integration