

# EXTENSION MODULES

FOR  
MICROSOFT DYNAMICS®  
CRM v3.0

Brookstone Technologies has released a range of Extension Modules to extend and enhance Microsoft Dynamics CRM v3.0.

Based on the Multi-Award-Winning *BrookstoneVirtualOffice™ (BVO)* and designed to have the same "look and feel" as Microsoft CRM, the first modules to be released include:

- Projects and Timesheets Management
- Customer Care (Workflow enabled Help Desk or Complaints Management)
- Policies & Procedures (ISO9000 compliant)
- Human Resources Management

## CUSTOMER BENEFITS

- Identical look & feel as Microsoft CRM
- Integrates with Microsoft CRM Databases
- Incorporates Microsoft CRM workflow
- Integrates with Microsoft CRM customization facilities



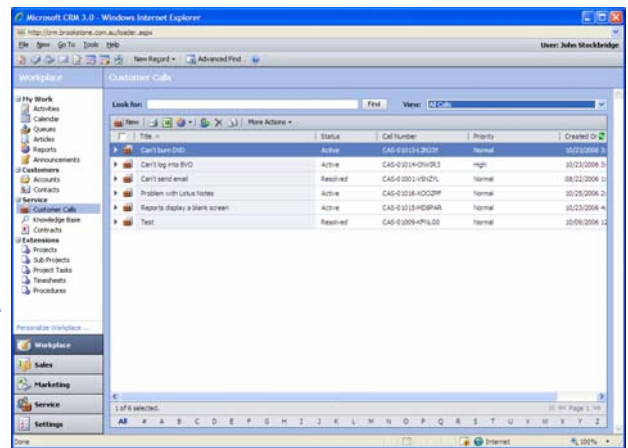
## Positive Additions To Microsoft Dynamics CRM

Brookstone Technologies' Extension Modules for Microsoft Dynamics CRM are user-friendly systems designed to improve the way you do business. They are completely integrated with standard Microsoft CRM V3.0, with the same look and feel with which your users are already familiar. And with extensive workflow and user-design capabilities in each module, your users are empowered with an intuitive, simple-to-learn, easy-to-use knowledge management environment.

## Customer Care (Workflow-enabled Help Desk / Complaints Management)

The tracking and management of Help Desk Calls or Customer Complaints is a vital part of your business. To this end, Brookstone Technologies designed the Customer Care Extension Module to be flexible, comprehensive in its capabilities, and completely integrated with CRM.

As with all Dynamics CRM extension modules, the Customer Care Module delivers rapid "time to value". It is an enterprise-wide call management system designed to leverage the power of Microsoft CRM. Customer Care is a repository for information about any help requests received by your organization. Help requests are recorded, tracked, and escalated to ensure rapid resolution, thereby improving service levels and increasing customer satisfaction.



## Main Features

Customer Care is a "custom entity" and as such all the usual CRM personalization and reporting capabilities are available. And because all Customer Care calls can be tracked by client and viewed as activities in the main CRM views, you have an extremely comprehensive and useful addition to CRM.

Customer Care incorporates user-definable escalation routines. Notification by email of calls not acknowledged or deadlines missed is automatic.

Information stored in the Customer Care database is easily accessed to assist in the problem resolution. The nature of the call is recorded together with the current status and activity, assignments, and call resolution data.

The operator can compose short, easily resolved calls, or more complicated long term issues. Calls can be logged by helpdesk staff, or by users via email or the Internet.





## MAIN FEATURES

- Provides complete control over Help Desk calls and / or Customer Complaints
- Tracks activities by call and by individual, and automatically escalates to a supervisor or a different group after a nominated/ predetermined time
- Unique workflow capabilities include automatic generation of email advice to clients and call assignees
- Designed as a custom entity for Microsoft Dynamics CRM v3.0
- Fully customizable
- Assigns sections or individuals to calls, and records the activities undertaken
- Staff are automatically advised in a timely manner of issues that affect them
- Empower staff with a single, mobile point of information entry and access, workflow and collaboration
- Intuitive to use, with the same look & feel as Microsoft CRM—rewards are swift and time-to-value is short
- Customizable reports utilizing Microsoft Reporting Services.

## Improve the Way You Do Business

When your customers have problems, they require a single point of contact - your helpdesk. With Brookstone Technologies' Customer Care Module, you can be certain your customers' issues are being correctly logged, assigned, and actioned...instead of being lost in paper-work, or verbally passed around the office.

Your customers stay in the communication loop via Customer Care's automated email correspondence—they can track their issue through the entire process. And to improve future service, their personal histories are recorded so that trends and trouble areas can be quickly identified and addressed.

Customer Care is a complete out-of-the-box, economical solution that facilitates the design, implementation, and maintenance of internal controls. And in a regulatory compliance scenario, Customer Care enhances the reliability of disclosure and financial reporting as mandated by Sarbanes-Oxley.

The Customer Care Extension Module for Dynamics CRM was designed by Brookstone Technologies' team of support experts who understand that just tracking problems doesn't solve your problems. Customer Care's 'best practice' workflow gives you the resources you need to attack and achieve control over support issues.

Achieve maximum value from your investment in Dynamics CRM: Extend and enhance Dynamics CRM with a completely customizable, powerful suite of web-based tools to effectively integrate the processes that make your business profitable...managing people, time, costs, and customers in a secure, scalable, affordable, and user-friendly solution.

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Founded in Australia in 1987, Brookstone Technologies is an award-winning leader in the development of collaborative business software. The *Brookstone VirtualOffice*<sup>™</sup> is a comprehensive, integrated and modular suite of business knowledge management applications designed to improve the way you do business. Brookstone Technologies is proudly represented by a global network of value-added resellers and distributors. Please contact us for more information:

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