

TeleCRM



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DOCUMENT HISTORY

| Version | Name | Comments | Date |
|---------|------------|-------------|----------|
| 1.4.2 | Ian Steele | Fifth Draft | 15/07/10 |

Audience

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Review

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1.0 Executive Summary

Jtech Tele-Lynx Pty has launched many telecommunications services in the last fourteen years. As a 'business enabler' we have taken the view that our remuneration should be based on the historical financial performance of our products and services rather than any up-front fixed fees to our customers. Examples of services launched include; MVNO, retail home telephone accounts, Calling Cards, 1900 services, web based call recording etc.

TeleCRM takes all of Jtech's experience and technical know-how combining it into a cohesive Sales Management tool.

The system is best suited for small to medium sized organisations that generate sales leads through a number of different mediums, including; Voice Push, telemarketing, direct advertising and PR (trade shows, mall kiosks, door-to-door etc.) The types of organisations that fit this profile are varied, examples are; real estate, home improvement companies, charities, event organisers, market research, debt collection, local government and political parties.

Larger organisations can enjoy the benefits of TeleCRM as it integrates with existing Call Centre, CRM and financial systems up scaling functionality and efficiency.

What does TeleCRM include?

- Telemarketing database, business and residential data, provided by Jtec UK
- Geographical campaign management by click-able map
- Compliance; automated washing, removing duplicates and customer opt-out
- Automated dial-out with response management
- Virtual Call Centre of inbound and outbound dialling
- Sales lead tracking
- Appointment scheduling
- Statistics and Key Performance Indicators based on the success/failure of marketing initiatives, products, teams, individuals, gross margin, demographics etc.

What makes TeleCRM unique is the ability to share information quickly between, telemarketers, closers, PR, management, administrators and product delivery. All data can be accessed and entered, easily from a standard web enabled mobile phone as well as PC.

1.1 TeleCRM unifies and tracks leads



Dolphin – Telemarketing and CRM
Voice Push, Telemarketing, IVR, Sales Appointments
Managed from web enabled Phone or PC in real time
Intelligence, Agility, Unity - Esprit de corps



1.2 What is Voice Push?

Voice Push enables pre-recorded messages to be scheduled from a customer database delivering bespoke information to the consumer's home, business or mobile, it records voice and DTMF responses and can transfer the called party if required.

Features include; time of day calling, frequency control, mid-call transfer, Text to Speech and automated set up and control via the web

1.3 What is a Virtual Call Centre?

Our Virtual Call Centre means agents for can anywhere; in an office, at home or on a mobile. The system supports write up times, call queuing, voice recording and inbound and outbound campaigns

1.4 Does it include all the legal requirements?

Yes – the system covers all the best practices covered by the ACMA, including list washing and expiry, opt-out, complaints and the keeping of records.

1.5 Unifying sales leads

Raw sales leads from PR personnel, advertising responses etc. can be manually entered into the system via a mobile phone or PC. At the 'raw lead' level there is an option for an appointment, for a closing sales person, to be double booked, when the lead becomes a 'confirmed lead' that the appointment is single booked

All sales leads, regardless of their origin, go on to be given a closing reason if they fail to come to fruition. This helps track the real issues in product marketing as well as highlighting objections that are not being handled correctly

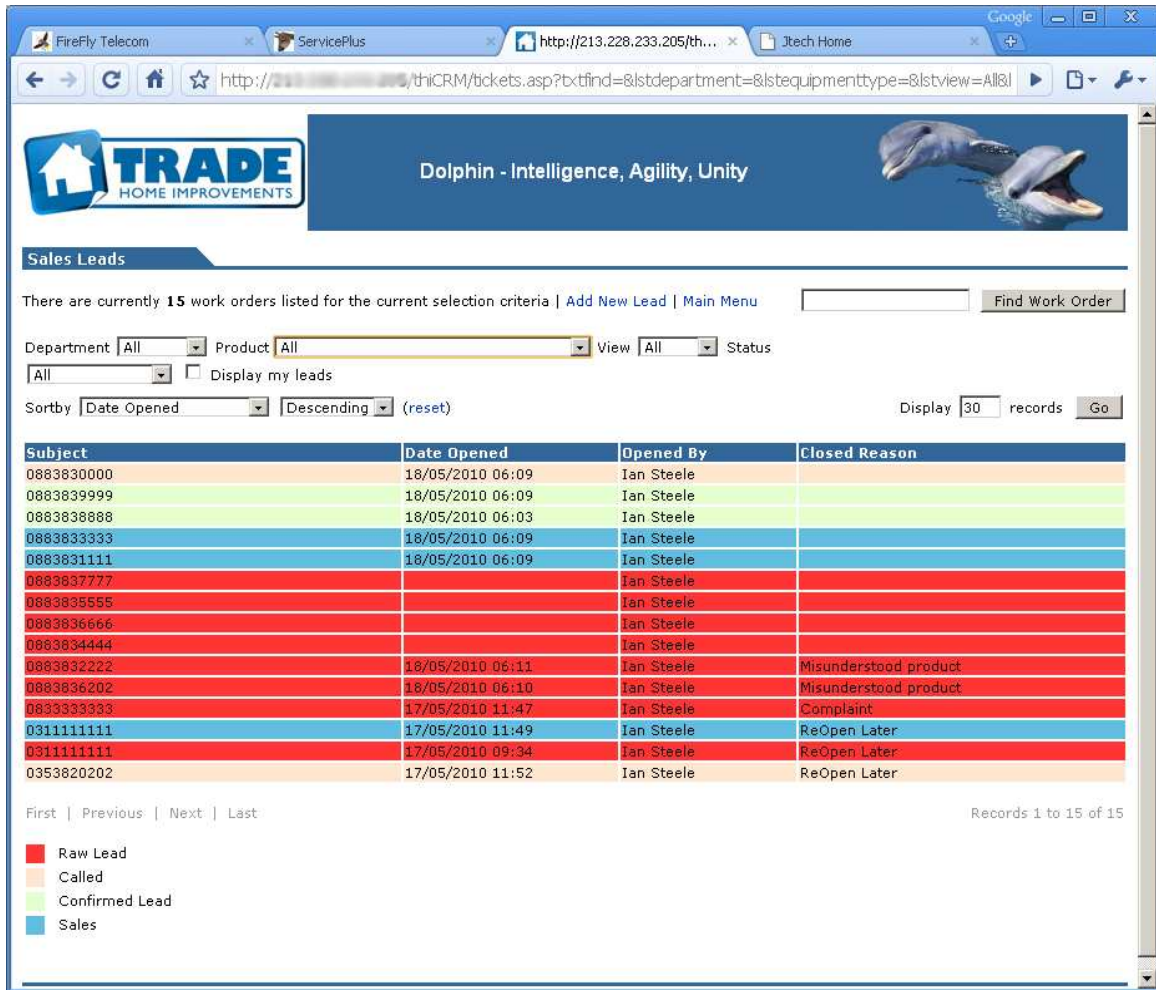
Leads that need to be followed up further down the track can be set to 'reopen' on a specific date, assigned for call back

1.6 Phone and PC Interfaces

It is amazing how easy it is to enter simple name, address and phone number information into a mobile phone. TeleCRM has simple colour coded screens to help staff on the road disseminate information. 'Click to talk' encoding allows potential customers to be called directly from the web screen



The PC interface adds further detail and a powerful search engine to peruse the existing client database or generate KPIs to see where improvements can be made



TRADE HOME IMPROVEMENTS
Dolphin - Intelligence, Agility, Unity

Sales Leads

There are currently **15** work orders listed for the current selection criteria | [Add New Lead](#) | [Main Menu](#)

Department Product View Status

Display my leads

Sortby (reset) records

| Subject | Date Opened | Opened By | Closed Reason |
|------------|------------------|------------|-----------------------|
| 0883830000 | 18/05/2010 06:09 | Ian Steele | |
| 0883839999 | 18/05/2010 06:09 | Ian Steele | |
| 0883838888 | 18/05/2010 06:03 | Ian Steele | |
| 0883833333 | 18/05/2010 06:09 | Ian Steele | |
| 0883831111 | 18/05/2010 06:09 | Ian Steele | |
| 0883837777 | | Ian Steele | |
| 0883835555 | | Ian Steele | |
| 0883836666 | | Ian Steele | |
| 0883834444 | | Ian Steele | |
| 0883832222 | 18/05/2010 06:11 | Ian Steele | Misunderstood product |
| 0883836202 | 18/05/2010 06:10 | Ian Steele | Misunderstood product |
| 0833333333 | 17/05/2010 11:47 | Ian Steele | Complaint |
| 0311111111 | 17/05/2010 11:49 | Ian Steele | ReOpen Later |
| 0311111111 | 17/05/2010 09:34 | Ian Steele | ReOpen Later |
| 0353820202 | 17/05/2010 11:52 | Ian Steele | ReOpen Later |

First | Previous | Next | Last Records 1 to 15 of 15

- Raw Lead
- Called
- Confirmed Lead
- Sales

1.7 TeleCRM in the Franchise World

Franchisees want many different things from their lifestyle change, but they all want value-for-money from their franchisor. TeleCRM delivers for both the Franchisee and the Franchisor

What the franchisee gets.....

- Risk free quality leads from a specific geographic location
- Quick start sales to boost confidence
- An easy to use, branded, web enabled, CRM for pre and post sales
- Reduced costs for IT hardware, software and ongoing support

What's in it for the franchisor.....

- Saleability of franchises, TeleCRM makes the franchise opportunity more attractive
- Drives sales and awareness in specific geographical areas
- Control, monitoring franchisee performance, sales and orders, telemarketing compliance, reports and KPIs
- Reduced costs, administrating and monitoring progress

Typical Traditional Telemarketing costs

- Cost of one washed number 40c
- Cost of agent per call made 60c
- Cost of the call made 3c
- 10,000 home suburb campaign, \$7,000 (DNCR and failed calls)
- 100% Sales Revenue

Typical TeleCRM costs

- Cost of one number 0.4c
- Cost of agent dialling per call - zero
- Cost of the call made 1c
- 10,000 home suburb campaign, \$110
- 95% Sales Revenue (5% TeleCRM Commission)

1.8 Conclusion

Jtech TeleCRM maximises the efficiency of your sales campaigns

- Voice Push is a risk free way of generating high quality raw sales leads
- The lead tracking system ensures sales do not slip through the net
- Updates to the system from mobiles show how industrious and successful representatives are in real time
- Key Performance Indicators highlight areas that can be improved
- Lower administration costs for sales management create higher gross margins