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**mycustomers**  
CUSTOMER RELATIONSHIP  
MANAGEMENT

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# EVERY POTENTIAL REALIZED

## What is mycustomers?

**mycustomers** module covers the complete cycle of sales module from creation of Customer Account, Contact, Lead & Opportunity Follow-up, Quotations and Order to Invoice Generation.

The Marketing module can plan, manage and track the marketing campaigns from development to launch. **mycustomers** Services module includes the Contracts, Case Management and Service Scheduling with online Customer Interaction and Feedback .

**mycustomers** is adoptable to the majority of business & commercial industries. It covers the basic functionalities of the following modules:

- **Sales Module**
- **Marketing Automation Module**
- **Customer Services Module**
- **Analytics & Reports**

In addition there are many other business solutions of Wolke business suite that can be incorporated with **mycustomers** as an optional add-on:

- **mystaff**
- **mysales**
- **mypurchase**
- **myassets**
- **mytime**

## What does mycustomers have to offer?

- Available on two platforms: browser-based Intranet / Internet or cloud computing.
- Online real-time posting, resulting in online real-time financial reporting.
- Bilingual capability: Arabic / English, you log into the system with the language of your choice.
- Extensive MIS reporting (in both languages).
- Document printout option upon any task per formed.
- Multi-level access to the system and powerful central security control.

## What does mycustomers use?

- The browser interface (totally thin client) for Intranet and Internet use; for easy installation and access from anywhere and anytime, totally user-friendly.
- MS express database for reliability, security, ease of use, easy upgrade to MS SQL, powerful data search and other system interfaces.
- RDBMS technology for the highest level of data integration, safety and genuine on-line real-time processing allowing for an immediate control of the company's activities.
- MS Asp.Net & C# as development tools for highest reliability, security & efficiency.





# SALES MODULE

## What is Sales Module?

**Sales Module** provides the comprehensive sales management where the entire sales cycle from Lead to Project Finalization can be managed. Companies can define their own sales cycle with unlimited number of levels and defined schedules.

**Sales Module** can be used to track the progress of Sales Lead with total control using schedules and workflows. All supporting documents like quotations, purchase order etc. can be attached to the sales tickets.

## Unique Features

- Unlimited Customers
- Unlimited Sales Flow Levels
- Unlimited Documents
- Multi-level Scheduling
- Sales Tracking
- Management Level Dashboards
- Supports Document Attachment
- Posting Alerts (Emails, sms..etc)
- Bi-Lingual Arabic/English
- Powerful Security Control

## Functionalities

- Sales Flow Management
- Schedules Management
- Documents Management
- Customer Database Management

## Technologies

- Intranet / Internet based
- Accessible Through Any Browser
- ASP.NET & C# Development Tools
- Microsoft SQL Database





# MARKETING AUTOMATION



## What is Marketing Automation?

**Marketing Automation Module** as the name suggests automates your entire marketing department and related activities. Users can define complete marketing campaigns electronically and execute it using preset schedules. The corporate website can also be managed.

**Marketing Automation Module** has a built-in functionality of bulk e-mails and messaging which can be scheduled to be sent automatically to all or set of customers. A comprehensive database of customers or potential customers can be managed in the system.

### Unique Features

- Unlimited Customers
- Unlimited Marketing Campaigns
- Multiple Correspondence Types
- Website Update & Management
- Marketing Statistics
- Management Level Dashboards
- Supports Document Attachment
- Posting Alerts (Emails, sms..etc)
- Bi-Lingual Arabic/English
- Powerful Security Control

### Functionalities

- Correspondence Management
- Campaigns Management
- Website Management
- Customer Database Management

### Technologies

- Intranet / Internet based
- Accessible Through Any Browser
- ASP.NET & C# Development Tools
- Microsoft SQL Database

# CUSTOMER SERVICES

## What is Customer Services Module?

**Customer Services Module** automates your entire customer services and related activities. Customer Service areas can be pre-defined in system and limited or full access can be provided to customers based on customer type or services used. A comprehensive yet easy to use Customer Support Portal is also available as part of the system.

**Customer Services Module** has built-in functionalities of e-mails and messaging which can be scheduled to be sent automatically to all or set of customers.

### Unique Features

- Unlimited Customers
- Unlimited Service Categories
- Multiple Correspondence Types
- Customer Support Portal Update
- Customer Communication
- Management Level Dashboards
- Supports Document Attachment
- Posting Alerts (Emails, sms..etc)
- Bi-Lingual Arabic/English
- Powerful Security Control

### Functionalities

- Sales Flow Management
- Schedules Management
- Customer Support/Service Tickets
- Customer Communications

### Technologies

- Customer Support Portal
- Customer Service Levels
- ASP.NET & C# Development Tools
- Microsoft SQL Database





# ANALYTICS & REPORTS

## What is Analytics & Reports?

**Analytics & Reports Module** provides most comprehensive analysis and reports with regards to customer relationship management. Users can design their own reports with statistics regarding sales trends, marketing, customer services etc.

**Analytics & Reports Module** has built-in pivot and standard reports which can be designed easily with drag and drop functionality. Reports can be saved in system and refreshed for different periods or criteria.

## Unique Features

- Unlimited Reports
- Drag & Drop Columns/Rows/Data
- Employee Family Documents
- Report Filters
- Charts & Graphs
- Supports Document Attachment
- Posting Alerts (Emails, sms..etc)
- Bi-Lingual Arabic/English
- Powerful Security Control

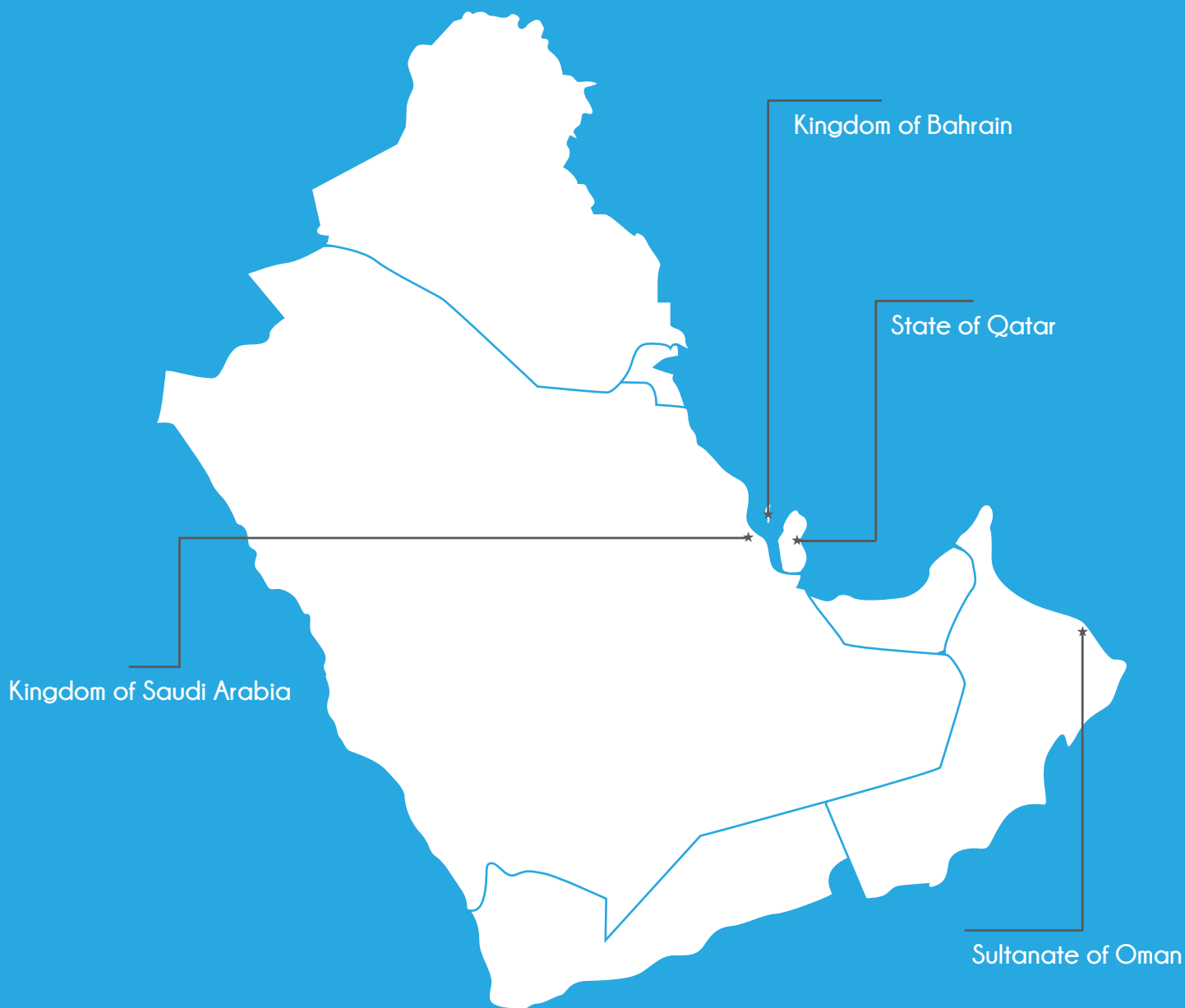
## Functionalities

- Pivot Reports
- Standard Reports
- Dashboards

## Technologies

- Intranet / Internet based
- Accessible Through Any Browser
- ASP.NET & C# Development Tools
- Microsoft SQL Database





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