

I know
customer
relationships
really matter



Helping you to create a seamless flow of
integrated customer information


AQUARIUM
we're ready

Aquarium CRM allows organisations of all sizes to manage customer interactions that deliver exceptional sales, service, support and efficiency.

Designed as the next generation open architecture platform, Aquarium is the technology 'backbone' that integrates with existing legacy solutions.

Multi-channel communication

Aquarium is the central hub that sits behind and manages all your customer interactions and communications. Whether calls, video, web chat, email, SMS, social media, fax or post, the Aquarium platform presents a single centralised customer view of inbound and outbound conversations. This, in turn, responds in a controlled manner to changing customer expectations, providing full visibility of every interaction and maximising agent productivity.

Customer service process management

Aquarium's unique configuration capability makes it easy to replicate highly complex business processes. Each product or service an organisation provides can be configured within Aquarium, with agents guided through the processes to ensure first time contact resolution and full SLA compliance. By automating previously manual activities, average handling time is reduced and operating efficiency is increased.

Case management

Aquarium is designed to increase business efficiency and take customer service to its highest level by:

- Defining business processes, key date milestones and automated trigger points
- Guiding new users step by step through the process
- Automatically producing customised documents, emails and text messages
- Utilising 'management by exception' to trap potentially problematic cases
- Applying definable data validation to enforce regulatory compliance and integrity

Live case access

Aquarium's secure, live web portal allows selected case information to be displayed to the customer and authorised third parties, 24/7/365 - using your own house style and branding. The portal can be configured to meet your business needs including:

- Current case status
- Previous actions taken
- Future actions to be taken
- Correspondence sent and received

The web portal can be configured to allow two way interaction, for example if customer feedback is required. All validated responses received can then be automatically fed back to the case owner to trigger the next step in the process.

Custom reporting

Aquarium management reports perform three broad business functions, advising administrators of day-to-day activity, the process position and management information.

At each stage, Aquarium custom reports are produced using the principle of 'management by exception'. Process owners are automatically sent reports based upon what hasn't happened on a case, rather than what has. This approach drastically reduces the time spent analysing data.

Document & diary management

- Aquarium's integrated document scanning facility barcodes and attaches documents to a case for future identification, before auto-progressing to the next stage
- Multiple ad-hoc Post-it type notes can be added to a case to indicate alerts or normal status
- Aquarium's diary function schedules forthcoming tasks, with the option of loading into Microsoft Outlook for access when working outside of Aquarium CRM

SMS communication

Bi-directional SMS messages can be pre-configured and auto-sent to advise customers of important milestones. Customers can reply using pre-selected options or free text, all of which the platform analyses and responds to accordingly, routing the case to the next necessary point in the process.

Batch processing

Once custom reports have been created they can be set up to run on-demand or automatically via a batch process. Outcomes can then be sent without intervention to users, for example sending senior managers details of the previous day's business.


User access management

Aquarium's access control allows remote users to access the system from anywhere in the world or, if preferable, from pre-defined IP addresses. The same control module can limit the system functions, products and services that can be viewed by users, whether they are working remotely or from 'static offices'. The creation of user groups simplifies access management allowing users to inherit rights.

Security

As an ISO 27001 certified company, Aquarium operates to the highest electronic and physical security standards including:

- An encrypted SSL Internet tunnel between the web browser and server
- Fully encrypted data systems
- Configurable password rules and lockouts
- Integrated database document storage
- 24/7 fault monitoring with physical access to the application services security controlled
- All data is backed up daily and held in two entirely separate secure locations



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