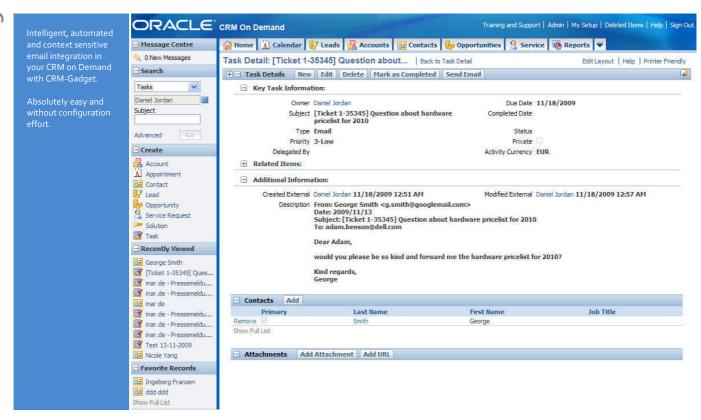
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Communication channel Email - Easy and intelligent integration into CRM

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The bigger part of communication with your customer is via email. Hence it is essential for a successful customer relationship management, to connect and automate the email communication with your CRM system. With CRM-Gadget, real email integration becomes reality. Email integration as easy as pie!

As yet, you receive an email from one of your customers regarding a sales process or a request. To manage these occurrences in your CRM, you up to now have to manually document the email in the CRM system. And relate the email to the right customer, sales- or service process. You can efficiently automate these manual tasks with CRM-Gadget. No more waste your time with tasks a software can do for you!

With CRM-Gadget email integration, you can process emails automatically and in the right context. CRM-Gadget interprets the email, automatically relates it to the right customer and the correct sales- or service process. The email thereby gets stored as an activity, related to the customer and the opportunity or service request. Just in case the customer does not yet exist in your CRM system, CRM-Gadget creates a customer automatically or after review. Furthermore, the emails you send to your customer are stored and linked to the right customer and process. So you can automatically document and trace the whole chain of communication.

The email integration is an external module for Oracle CRM on Demand. It works as an independent service via internet and requires no customization effort. Take a look at the email integration of CRM Gadget at www.crm-gadget.com.