



x-ponent



Does your business succeed in maximizing revenue opportunities? Are you able to keep your customer satisfied? The answer lies in your ability to manage each lead, each opportunity, each interaction and each complaint with customers. Identifying and seizing opportunities, optimum utilization of resources and keeping the customer satisfied are some of the key factors that can result in enhanced efficiency, efficacy, revenues and profits.



X-Ponent is the solution which brings together these key functions of a company - marketing, sales and customer service - and turns the organization into a cohesive, well-oiled machine.

With X-Ponent, you will experience true value realization for your business:

- Timely and critical inputs for developing business strategies and total control over critical functions like marketing, sales and customer service.
- Companies of all sizes can drive sales productivity and increase revenues, thus delivering success at all stages.
- X-Ponent facilitates marketing teams in executing, managing, analyzing and measuring Return on Investment (RoI) of their campaigns and tie revenue back to specific marketing programs.
- Enables management to monitor and improve the performance of sales and marketing teams.
- X-Ponent's ability to handle customer complaints and their timely resolution enhances customer satisfaction.

X-Ponent empowers your business to manage and automate all customer touch points, with tools to improve customer interactions and generate new levels of customer loyalty.

Marketing: A clearer view of customers and more informed marketing investments

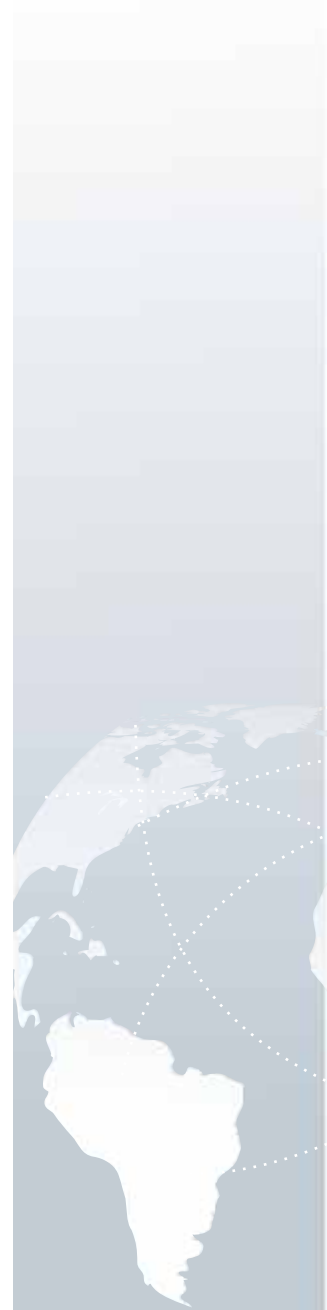
X-Ponent delivers timely, relevant, and actionable insight into all marketing activities of an organization. It provides new levels of information usability and reach, enabling you to achieve maximum results from your campaigns.

- Maintains all databases required for leads generation, incubation and conversion.
- Monitors marketing campaigns by tracking leads, success ratio and RoI.
- Helps in gaining timely, relevant, and actionable insight into marketing campaigns.
- Facilitates personalized marketing communication with customer universe using mailing lists.
- Substantially improves the quality and number of sales leads generated.
- Enables the management of multi wave campaigns using multiple media.
- Helps to manage marketing directories for storing and segmenting prospects, ensuring more effective marketing.

Sales: Seize opportunities and generate more business

Designed to improve pipeline visibility, sales effectiveness, and bottom-line results, X-Ponent enables your organization to share information across teams and makes your sales team more responsive.

- **Account management:** Easy access to past and current account activity, including contact information, communications, quotes, invoices, contracts and sales history.
- **Lead Tracking And Routing:** Tracks prospective customers and then converts them into qualified leads.
- **Opportunity management:** Captures important sales information to uncover new business opportunity. X-Ponent is a great tool to create precise sales forecasts.
- **Quote generation:** Creates quotes and tracks their conversion to sale.
- **Team management:** Measures employee sales performance against goals.
- Increases the effectiveness of sales executives through the optimal use of knowledge base.
- Generates reports for monitoring performance of sales team.
- Helps to plan, assign and track status of all activities like correspondence, site visit, meetings, phone calls, etc. for every individual in the organisation.
- Helps in developing specific sales processes for various lines of business of an organisation.



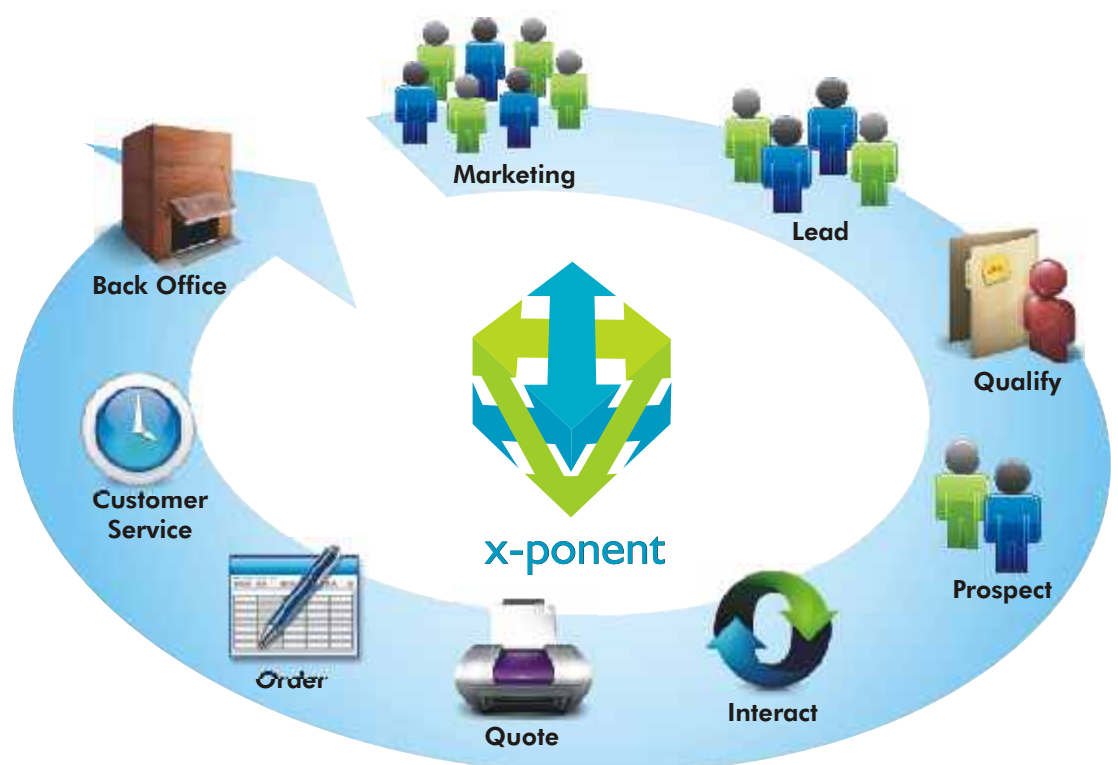
Customer service: Provide more value to customers

Every interaction with a customer is vital. From quick and appropriate resolution of issues to coordinating services, X-Ponent simplifies your customer service processes using optimum resources and achieves high levels of customer satisfaction.

- Maintains complete information of all customers like location wise contact details of company, individuals and other business information
- Maintains comprehensive and easily accessible information of all customer interactions
- Manages and tracks customer service requests from initial contact through resolution
- Enables you to link incoming service requests to the appropriate customer service request ticket
- Helps you efficiently manage all service requests and easy team allocation for relevant action
- Streamlines services delivery by:
 - Creating & tracking support tickets
 - Scheduling tasks & monitoring the effectiveness of office and field support teams
 - Optimizing the scheduling of field visits

Other Features

- User defined alerts for critical information
- User configurable dashboards provide views of critical information and Key Performance Indicators (KPI).
- Synchronization of Customer Accounts, Contacts and Activities with MS Outlook
- Data import from Excel files
- User defined MIS reports for better analysis





Softlink

Softlink Logistic Systems is dedicated to enabling organizations in the logistics industry to 'simplify operations' through highly specialized software products.

Our deep domain expertise and experience in logistics and international trade, combined with strong technological know-how go towards creating truly winning products. These products deliver enhanced management control, revenue realization and accurate international trade documentation to users.

Exporters, importers, Custom House Agents/ Customs Brokers, Freight Forwarders, NVOCCs and other logistics service providers experience a true boost in productivity and operational efficiency through the use of our products. Our success in meeting their needs is proven by our dominance among these segments in a demanding market like India.

Our products are supported by excellent support systems that serve our global customers through multiple communication channels such as telephone, e-mail, online chat and personal visits.

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Key Benefits

A revolutionary Sales and Service Management solution, X-Ponent delivers unique benefits:

- Gives you a single window view of your organization and empowers you to manage every member of your team, all activities, across any location
- Helps to monitor and improve the performance of sales and marketing teams.
With X-Ponent, your sales teams should not miss an opportunity again!
- Streamlines critical processes like
 - Marketing
 - Sales
 - Service
- Forces every individual in your organization to be more responsive
- Ensures customer delight and repeat business
- X-Ponent helps you to focus on better servicing your customers and extending the relationship with them

Any business owner who wishes to run the business efficiently will find an able ally in X-Ponent.



SOFTLINK
Simplifying Operations

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