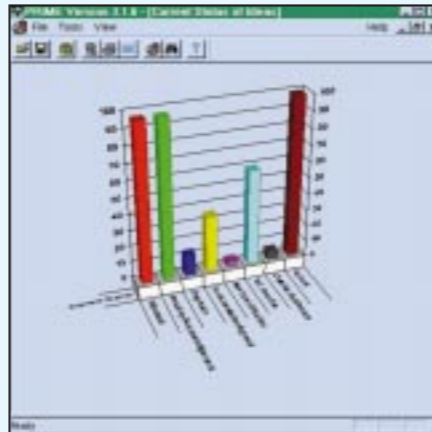


Insight also offers a built in, advanced reporting system that allows the easy creation of powerful reports and graphs at the touch of a button.

As well as these built-in features information can also be easily shared with common desktop applications such as Microsoft Excel and Word, allowing you to present management information quickly and efficiently.



Powerful reporting systems help you to get your message across.

ISDE will provide training in all of its software before you start to use it.

Our fully Year 2000 compliant software will run on the following platforms.

- Windows 95
- Windows 98
- Windows NT 4+
- Windows 2000

And is tested with the following email systems

- Microsoft Outlook Microsoft Exchange
- Lotus Ccmail Lotus Notes

Please mail or fax back the form below or contact us directly by email on sales@isde.com

Name

Organisation

Email address

Telephone

Fax

Address

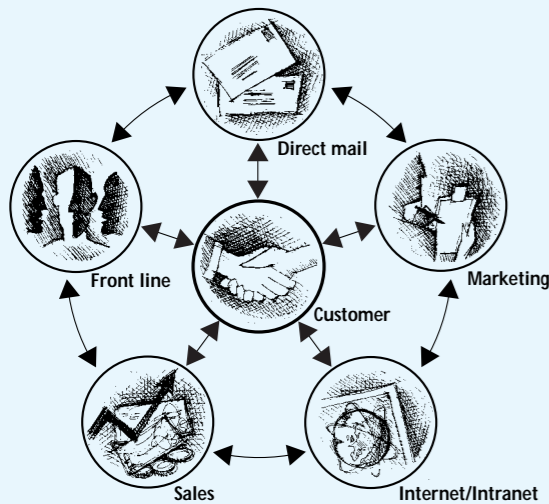


why *in*SiGHT ?

The question all companies ask is "how satisfied are my customers?"

Ask that a little differently and it becomes "how satisfied are my customers relative to my competitors' customers, and relative to the best companies in the industry?"

Can you honestly answer this question? If you can then you know your customers, and you are well positioned to exploit that knowledge.



Typically in most organisations, the staff nearest to the customer are furthest away from the management team charged with improving the performance of the business.

Insight enables the information captured by the "front line" staff to be accessible to Management Teams.

Features

The **Insight** package is fully customisable to meet your requirements. At ISDE, we don't believe that you should change the way you do things to use a piece of software. We will customise every application to fit your process and workflow.

Any database can hold information, that's what they're designed to do. What makes **Insight** special is the way it automates your processes from mailing letters to chasing people up so that your time is free to **deal with customer feedback** rather than trying to keep your process in order.

ISDE's **Insight** software is the ideal choice for running any size of customer feedback operation from smaller systems with one user to large-scale call centre operations.

Every solution provided by ISDE is tailored to meet your individual organisation's needs.

no need to replace entire systems

Many CRM solutions require huge investment in an IT infrastructure. **Insight** does not. It integrates easily with your existing databases, pulling information from them and adding information to them when needed.

Keep your customers... by keeping them informed

With the knowledge that they are treated personally and with respect. **Insight** will allow you to keep in constant communication with your customers.

Every comment that is made can be answered personally and automatically by **Insight**. This will ensure that customers are never left in the dark regarding their comment or complaint, increasing their satisfaction and improving the prospect of their loyalty.

After all, 67% of the customers that you lost go elsewhere because nobody keeps in touch.

Keep your staff happy

By giving them a way to effectively deal with customer concerns and give them more time to do their jobs. When customer comments or complaints hit front line staff, they often stop there leaving them to deal with problems to the best of their ability. **Insight** will allow them to escalate customer comments to where something can really be done about them. Once an issue has been resolved, the information will be readily available for everyone to share.

No large scale IT investment required

Retain your customers by treating them as individuals

With **Insight** it is possible to approach understanding and influence customer behaviour through continuous communication in order to improve customer acquisition, customer retention and customer profitability.

Increase your staff's effectiveness when dealing with customer concerns.

Do you really know your customers?

Capture customer feedback at all points of contact with **Insight**

Automate the entire process, and never lose track of a complaint, concern or suggestion.

Customisable and flexible

We map your process and mould **Insight** around it, rather than making your process fit our software.

*in*SiGHT