



IRM - Integrated Relationship Management

Technical Write Up

nRealTime - More than ECRM

Creating an easy experience for both e-companies and their clients is what nRealTime's Integrated Relationship Management suite of software and hosted solutions is all about.

As business requirements change, business rules change. Each business rule defines business processes. In today's world of eCommerce when business-requirements change faster than the business itself, companies have been searching for a solution that could cope up with such a mandatory rapidly changing environment.

Utilizing the nRealTime software and hosted solutions, companies are able to define/redefine the business rules in declarative fashion nearly as rapidly as business requirements change. Utilizing its custom integrated workflow tool, nRealTime automates the generation of equivalent code and adjusts the workflow model and rules, real time, allowing the supported company to adjust its business practices on the fly.

Through dynamic workflows and corresponding business rules, nRealTime accurately tracks and efficiently manages single or multi-step interactions in support of a company's critical operations to:

- Increase the level of **customer satisfaction** (eCRM);
- Capture and process **critical business information** that the existing client system can not provide;
- Track the internal progress of **projects, issues, or even an organization's sales efforts**;
- OR, to support virtually **ANY process that requires traceable, routable, trackable interactions**.

Integrated Relationship Management (IRM) Solution

RealTime's IRM solutions provide businesses with a unified and integrated approach to managing business relationships through Interactions that occur in real time. nRealTime's integral design is the answer to increasing a business's level of communications, productivity, resolutions, and user satisfaction across all business units and for ALL a business's relationships.

Integrated – Manage all business relationships: Customers, Alliances, Partnerships, Contacts, Sales, Marketing, etc. from a single source.

Relationship - Define how each entity, rule, and function fits into the workflow model.

Management - Control and track numerous processes and functions across numerous relationships.

IRM Differentials

To date, companies that have attempted to address the emerging needs of e-businesses for e-service solutions have *only offered point solutions that focus on particular communication channels between e-commerce companies and their customers*.

These point solutions ignore the wide variety of means through which a customer may choose to interact with e-businesses, necessitating the implementation and deployment of applications by multiple vendors.

More importantly, the use of multiple vendors' solutions further presents e-businesses with the additional challenges of building, integrating and maintaining these point solutions on a common knowledge base of enterprise and customer information.

Without such a unified, integrated approach to customer service and relationship management, e-businesses are limited in their ability to achieve meaningful differentiation through superior e-service.

nRealTime Product Lines & Features

nQuire

- Live Chat Services
- Live Web Collaboration
- Live Web Call Back & Telephony Services

nSight

- Integrated Contact Management
- Decision Engine
- Customizable Workflow Generation
- Integrated Email, Paging & Fax Services
- Event Notification Services
- Custom Solution & Publication
- Multiple Integrated Knowledgebase Services
- Custom Table & Property Generation
- Web-based Administration
- Automated Information Gathering
- Highly Scalable Architecture

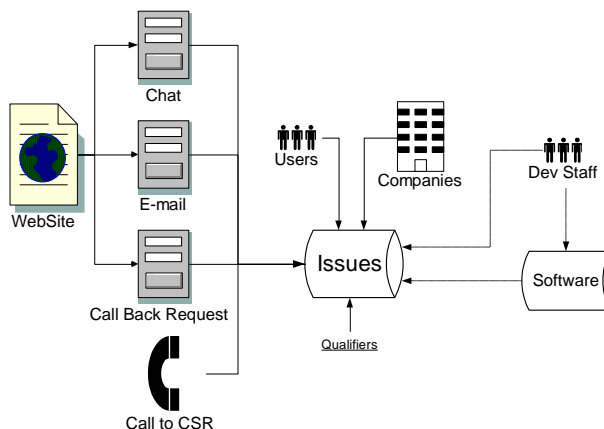
nTelligent nSight Suite

- Complete nQuire Products & Services
- Complete nSight Product & Services

nRealTime Functionality & Uses

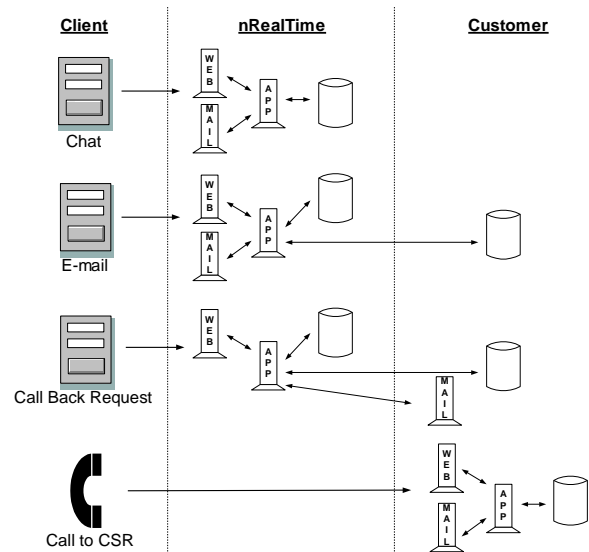
The Basics

By integrating e-mail and live interaction applications with traditional phone-based communications, nRealTime products help clients to consistently deliver results to consumers – which enables long-lasting customer satisfaction and retention.



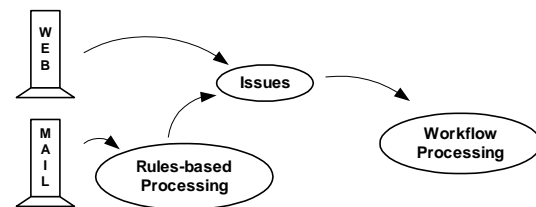
A software development company could sell their support via the web, email, chat, or phone. General support questions are easily tracked as issues. Reports could be handled within the same system but tracked by a different issue type and workflow. In addition, the issues would be associated with specific software packages and assigned to proper development teams to ensure issues are properly addressed.

Configuration



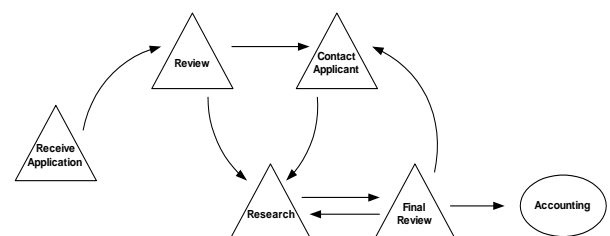
Relational Management

Relational management of any type revolves around the concept of an issue. An *issue* can represent several things: a complaint, suggestion, proposal, application request, etc. In general, an issue can be anything upon which a specific process called a workflow can be applied. *Workflow* refers to a series of steps, taken to process an issue. The workflow is actually modeled after real world business practices.



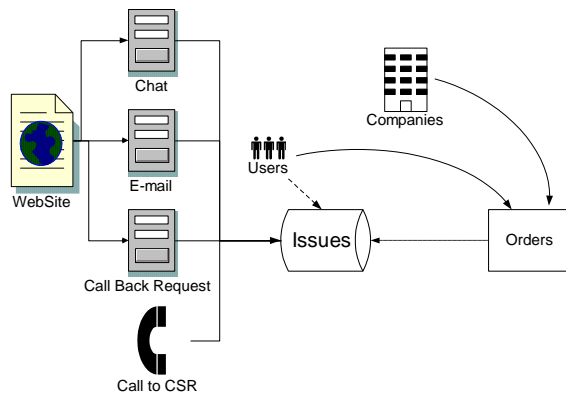
WorkFlow

A workflow represents a series of business oriented tasks which are followed every day in thousands of businesses. Workflows give clear definitions on how an issue is handled, thus assuring quality handling and valuable accountability.



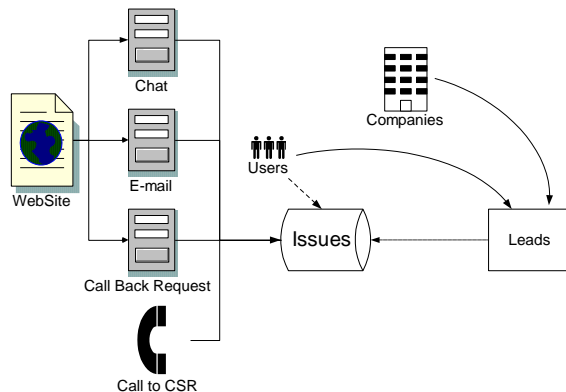
Managing orders

E-commerce sites receive orders from individual customers and companies. If a problem arises, a user may submit a complaint regarding an order. The issue can be created via e-mail, web-based form, web chat or phone call. The issue is created and associated with the user and a specific order.



Managing sales leads

Companies can also use issues to track sales leads. A batch of notices could be mailed to a list of potential customers. Potential customers could respond to the mailing via the web, email, web chat or phones. The potential customer would be located in the lead table and an issue could be created, which in this case, may be a credit card application. The application is assigned to a workflow that defines how the application is processed.



nRealTime Decision Engine

The Decision engine allows businesses to build customized business rules specific to their practices and processes. These rules accurately track and efficiently manage interactions across all communication channels and aid in building and sustaining lasting relationships.

nRealTime Knowledge Base Solution

nRealTime's common knowledge base ensures that customers switching from one communication channel to another won't be lost in a vacuum of information where they are forced to navigate tiers of customer service, that process that so frequently frustrates them. The common knowledge base aggregates customer information, transaction data and the expertise of individual employees who interact with customers on a daily basis. A customer's name, address and order history, and information about the company, its products, services and business rules all can form components of the knowledge base.

By consolidating a company's intellectual capital and making it available across multiple departments and communication channels, e-businesses are able to provide prompt, relevant, intelligent responses that directly address issues raised by their customers.

For more information about nRealTime's
Integrated Relationship Management (IRM)

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