

CLICKTOOLS FOR CRM ON DEMAND



KEY FEATURES

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- Rapidly build and deploy surveys, landing pages and custom forms to collect feedback at any stage of the customer journey.
- Automatically synchronize data into CRM ON DEMAND in real time.
- Deploy via web, email and contact centres.
- Easy to use – no technical skills required.
- Advanced analytics with capability to create real time reports and dashboards.

Staying in touch with your customers has never been more important. Clicktools for Oracle CRM ON DEMAND makes it easy to gather information at all points of the customer journey and automatically update your CRM system.

Customers count

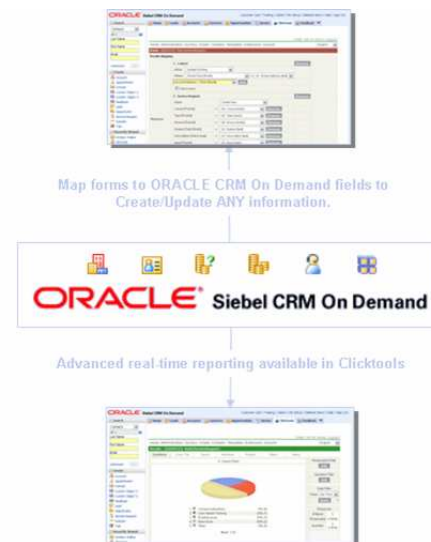
The focus on customer experience is increasing the pressure on organizations to maintain up to date records of their customers and respond quickly to their needs and requests. At the heart of this challenge is maintaining and sharing a single, up to date view of the customer.

Connecting customers and CRM

In today's fast moving, multi channel world, maintaining a single and comprehensive view of the customer can mean the difference between success and failure.

CRM systems are only as good as the data they hold. Old, incomplete or inaccurate customer records lead to frustrated employees, annoyed customers and lost profits.

Across the customer journey there are many opportunities to gather feedback and collect and update information be it from existing customers, new prospects or business partners. Collecting that data effectively, in a way that reinforces your brand and then automatically creating or updating customer records typically requires scarce technical resources, making it expensive and causing delays to key marketing and sales programmes. Until now.



Clicktools for Oracle CRM ON DEMAND

Clicktools enables you to rapidly build and deploy surveys, landing pages and custom forms and update Oracle CRM ON DEMAND in real time. Clicktools provides everything you need to:

- Build any survey, form or landing page without the need for technical resources.
- Deploy via web, email or contact centre, using Oracle CRM ON DEMAND workflow where appropriate.
- Automatically update Oracle CRM ON DEMAND including custom objects and fields.
- Analyze results using Clicktools advanced, real time statistical analysis tools.
- Embed results in Oracle CRM ON DEMAND dashboards or use Clicktools Advanced Reporting to create executive dashboards and reports.

Clicktools is used to gather information at all stages of the customer journey. Here are just a few examples of how your business can benefit from Clicktools. **Improve your sales pipeline** by automatically creating new leads in Oracle CRM ON DEMAND with complex web to lead forms. **Enhance your customer experience** by gathering and acting on feedback from customers. **Increase campaign effectiveness** by building professional landing pages. **Streamline your help desk** with complex web to case support requests.



Key Features

Clicktools provides the richest functionality in its class to users of Oracle CRM ON DEMAND.

- **Flexible.** Build any survey, landing page or customer form with a choice of seventeen question types and full control over look and feel to reinforce your brand image. Support for all ISO standard languages, including graphic character sets.
- **Real time.** Automatically update CRM as soon as the data is entered on the form ensuring staff always see the very latest information about customers.
- **Easy to use.** Requires no technical skills to build and deploy professional data gathering forms. Mapping tool makes it easy to link form content to CRM

ORACLE CRM ON DEMAND
AND CLICKTOOLS

ORACLE CRM ON DEMAND
Comprehensive CRM for
Maximum Results: Oracle CRM
ON DEMAND offers the most
comprehensive set of sales,
marketing, and service
automation capabilities of any
on-demand CRM solution.

CLICKTOOLS FOR ORACLE
CRM ON DEMAND

Powerful, flexible and reliable on
demand software for surveys,
landing pages and custom
forms. Combines ease of use
with rich functionality. A must
for any organization that wants
to stay in touch with its
customers.

objects and fields, including custom objects/fields.

- **Quick.** Respond rapidly to business needs by building and deploying forms in minutes or hours, not days or weeks.
- **Reliable.** Software that won't let you down backed up by people who know what service is all about.

Clicktools is the only fully featured application for surveys, landing pages and custom forms that is integrated fully with Oracle CRM ON DEMAND. With Clicktools and Oracle CRM ON DEMAND, companies can be confident that their customer records are always up to date.

Contact Information

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