

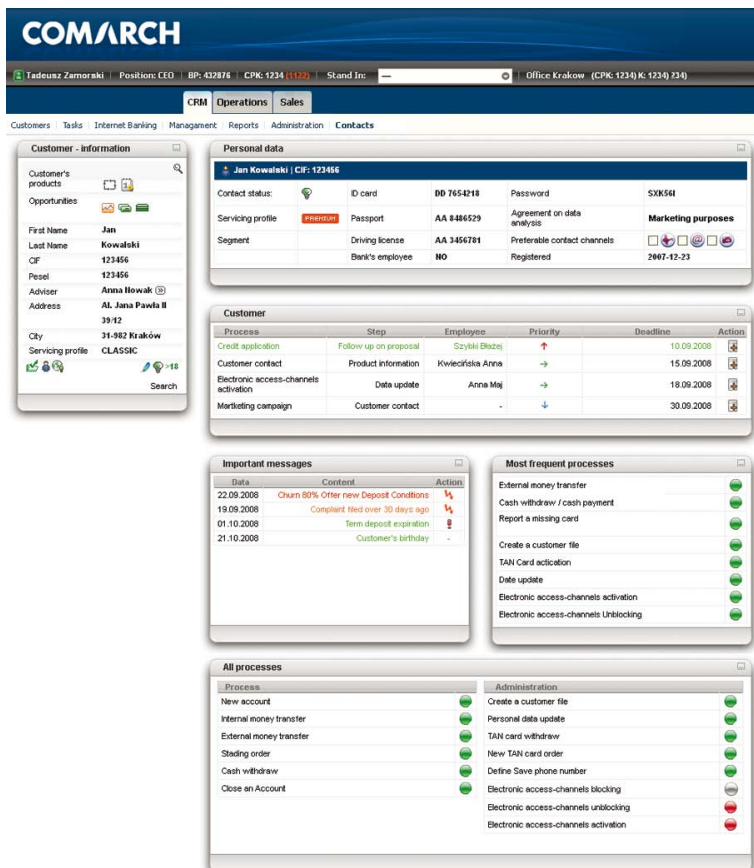
Comarch CRM is a cutting-edge solution that enables the implementation of customer service and sales strategies. Customer service employees have unlimited access to sales information, customer data, leads and the corporate knowledge base, through web browsers.

Comarch CRM reflects business

Comarch CRM is not only an IT system, it is mostly a tool, which reflects the way business is done. Whoever the users are: top managers, analysts or salesmen, CRM helps them to carry out their work more effectively and accurately without inducing any changes in the way they work.

Comarch CRM's flexibility is the result of:

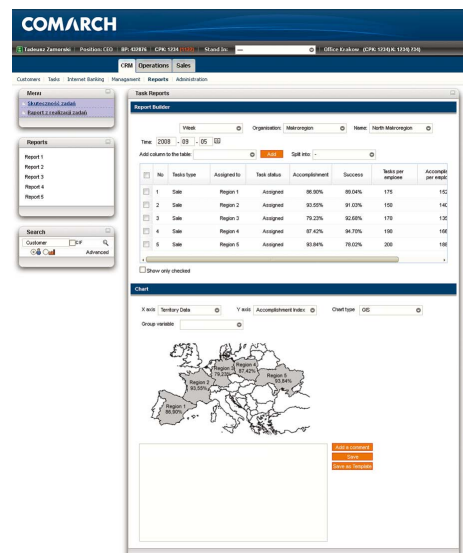
- » A modular architecture
- » A process driven approach
- » An easy to use reporting module
- » One centralized CRM database
- » The ability to integrate with other providers' IT systems



Process-driven CRM

Benefits

- » **Retail customers' advisers** - with Comarch's process driven CRM solution, advisers or Contact Center consultants can work faster and be sure that nothing important is omitted. When required, CRM reminds them about a deposit account renewal, suggests a sales opportunity or warns about the high value of the churn factor.
- » **Premium customers' advisers** - every premium customer is unique and requires a different approach. To achieve this, advisers need full flexibility and access to all the information stored in the CRM database. A detail orientated 360 degree view meets this requirement. Additionally, an easy to use process editor allows them to copy their personal sales practices into the system. With the Reporting Module they can check their performance or find their top 10 customers.
- » **Managers** - Comarch CRM gives managers a wide range of tools enabling them to assign and distribute tasks among employees or to prepare a work schedule. With the Reporting Module it is very easy to monitor the progress of a sales plan, the advisers' effectiveness or to calculate a sales forecast for the following month.



A CRM report

- » **Analysts** – because access to the Reporting Module is equipped with drilling, Data Mining and statistical algorithms, analysts can examine the current situation or build a model predicting future customers' decisions.
- » **Marketing departments** – Comarch CRM offers marketing departments a tool they can use to build a process driven, multi-threads campaign. A budgeting and forecasting module helps them to optimize the campaign so that it is as profitable as possible.

Functionality of Comarch CRM modules

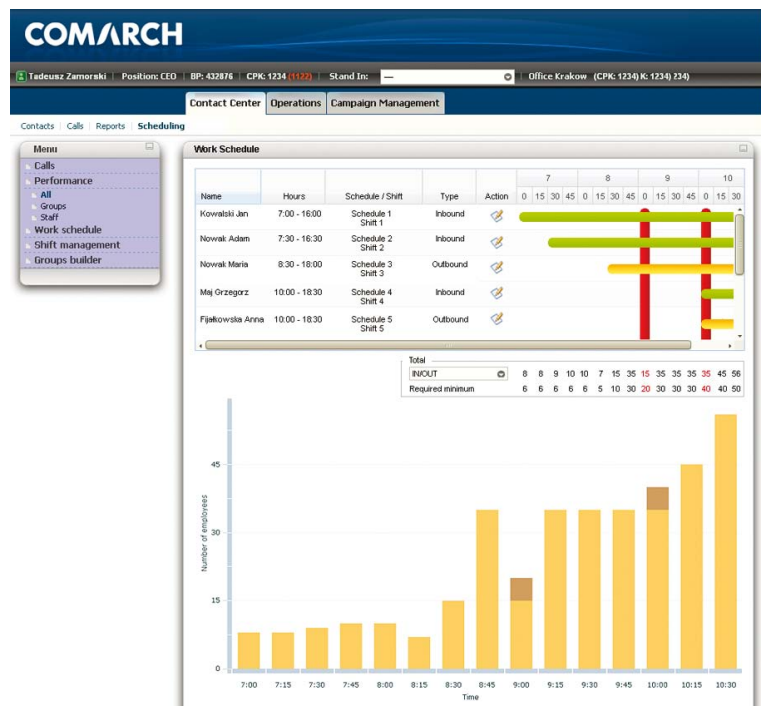
- » **Sales Management** – a process or data-driven module, which allows users to administer the customer database, make and execute sales plans, control the performance of advisers and consultants and help in attending to a customer. Flexibility, together with the ever-present context, help make this module intuitive and easy to use.
- » **Campaign Management** – a module whose main goal is to prepare and execute the most profitable marketing campaigns. It allows any CRM operator to submit an initiative for a new campaign. Following

analysis, the initiative can be transformed into the testing campaign. Its results help to predict the income of the final campaign and allow the adjustment of the parameters so that the campaign is as successful as it can be watched on a daily basis in the reporting module.

- » **Analytical CRM** – provides an analyst with a wide scope of statistical and data mining algorithms. In this user-friendly, analytical module the future behavior of a customer can be predicted. Its most common applications are: churn analysis, basket analysis, sales opportunities analysis or predicting positive response to a marketing campaign.
- » **Contact Center** – is the strategic contact point for integrating all our communication channels with the customer. This covers the telephone, with its attendant speech, voice mail and SMS options, as well as facsimile, email, and the Internet.
- » **Drilling and Reporting** – an intuitively easy to handle module which allows a user to build tables and charts illustrating any relationship between columns stored in the CRM database. Among others, the user has at their disposal: histograms, scatter, pie, line, doughnut and bubble charts.
- » **Process Management** – this state-of-the-art enables users to design or map any CRM process, which they are running or would like to run. Its graphic interface and a drag-and-drop process editor make the designing stage effortless.



Marketing campaign panel



Contact Center scheduler

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