TimberSmart

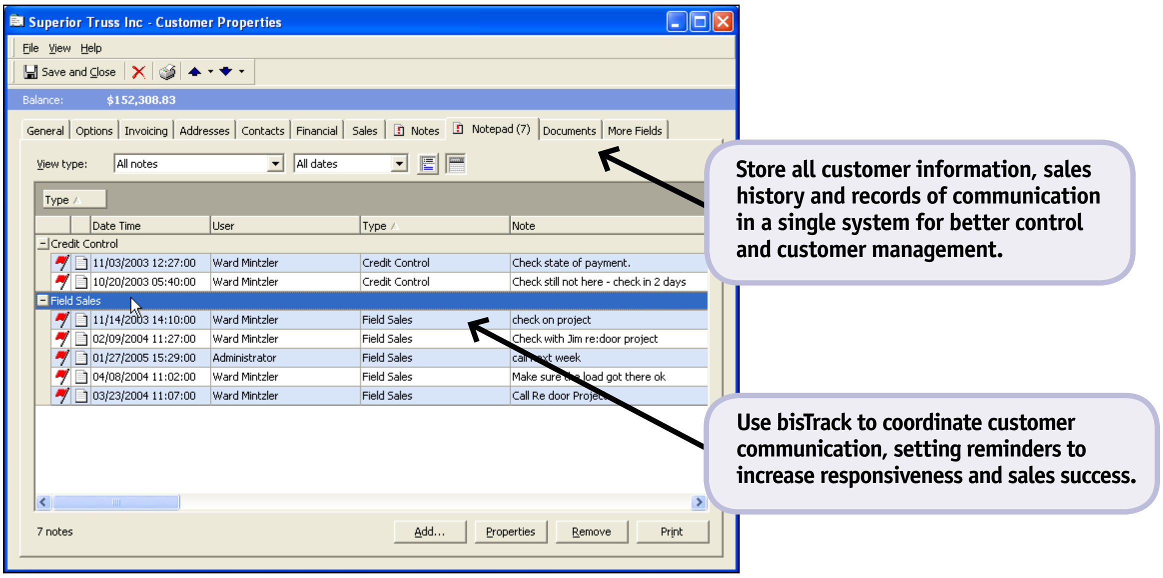
Information driving Profits

bisTrack™ for Building Industry Suppliers

Customer Relationship Management (CRM)

bisTrack's built-in CRM capabilities make it easy for dealers and distributors to manage customer accounts, improving customer service and sales success while making the most efficient use of your sales, marketing, accounting and administrative staff.

- **Increase sales.** Promote complementary and new products to customers and prospects, create reminders to follow up on quotes and inquiries, and view a customer's complete history to negotiate the best deals.
- **Improve customer responsiveness.** Quickly look up a customer's purchase history and financial status, view appended documents such as contracts and liens, and look up product availability all in the same system.
- **Improve customer service.** Instantaneously access order and delivery status. Store all account information in the same system used for sales and customer service for quick retrieval. Create reminders for follow-up calls to ensure customer satisfaction and for follow-on sales.
- **Streamline customer communications.** Automate rule-based actions so you spend less time when promoting your products, following up on outstanding quotes, or chasing overdue accounts. Tie bisTrack into fax, email, or Word mail merge to send invoices, notices, reminders, etc. to customers.
- **Coordinate internal communication.** View notes entered by your entire staff so that customer communication is shared amongst your staff and ongoing communication can be coordinated.
- **Access information remotely.** Use a wireless internet connection and your portable computer to access account and customer information, product listings and prices, inventory, documents, etc. and to enter quotes/orders.



bisTrack's CRM capabilities help you increase sales and get the most out of your customer relations.

Coordinate contact, account and customer relations management

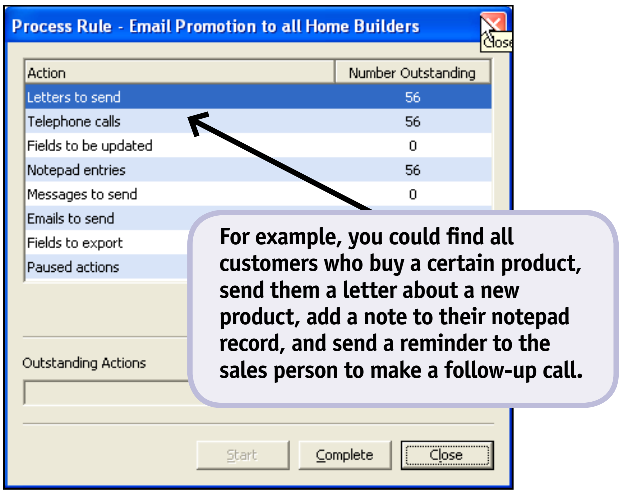
bisTrack provides a comprehensive environment to manage your account and customer relationships:

- **Centralise customer information.** Store unlimited customer contacts, financial and credit data, sales history, documents in Word®, Excel®, Adobe PDF® and other common formats in one centralised database.
- **Customise data collected.** Use user-defined fields to track customer and account information particular to your business requirements.
- **Secure your data.** Set up user groups and password protection so your staff sees as much customer information as they require to do their jobs well.
- **Efficiently track customer communications.** Record notes from communications with the customer so that all staff members are informed of preferences, requests and future action items. Append documents, letters, contracts, liens, etc. as required to complete a customer's record.

Improve sales with information and automation

Your sales team will be more efficient and more effective using bisTrack's CRM capabilities to manage their day-to-day tasks:

- **Turn quotes to orders.** Quickly generate quotes that are informative and price-competitive with instant access to customer histories, product pricing and inventory status. Track outstanding quotes on task lists, and easily convert them to orders.
- **Speed the sales cycle.** Use the calendar and notepad to create task lists and reminders for yourself and other staff of customer management actions required.
- **Promote to customers and prospects.** Mine your customer data to select those with particular product preferences, geographic coverage, pricing structures or loyalty programs. Promote new products and specials directly to them by automated email, fax or mail-merged letter.



Use bisTrack to automate repetitive, rule-based tasks such as sending promotional, credit & collections notices by email, fax and mail.

Integrate automated credit management and collections

Your accounting and customer service staff can coordinate credit management and collections by devising rule-based actions to manage accounts with knowledge, sensitivity and internal awareness:

- **Use rule-based action plans.** Automate many credit and collections activities to send out email, fax or letter notices of accounts that are over their credit limit, have past-due invoices, or late-payment charges.
- **Inform customer service of action taken.** Accounting staff can use notes and/or copy the customer service representative on all disputed invoices and notices sent to a customer, plus request a followup by a certain date.

Manage unlimited supplier and other contacts

bisTrack's contact management capabilities can be use to store unlimited numbers of contacts for your suppliers and other contacts in addition to your customer contacts. Use all the same notes, task lists, rule-based action items and direct links to email, fax and Word documents to optimise your relationships with suppliers and other contacts.

Together TimberSmart and Progressive Solutions has helped wood products and building material companies from around the world improve their processes and their bottom line. Call us today to find out what we can do for you.

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