

iTouch Vision's CRM for

Consumer Goods

This document gives an overview of iTouch Vision's Cloud CRM for consumer goods and discusses the different features and functionality.

For further information, about implementation and pricing please contact us.

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iTouchVision 

Quick Overview

Customer Contact

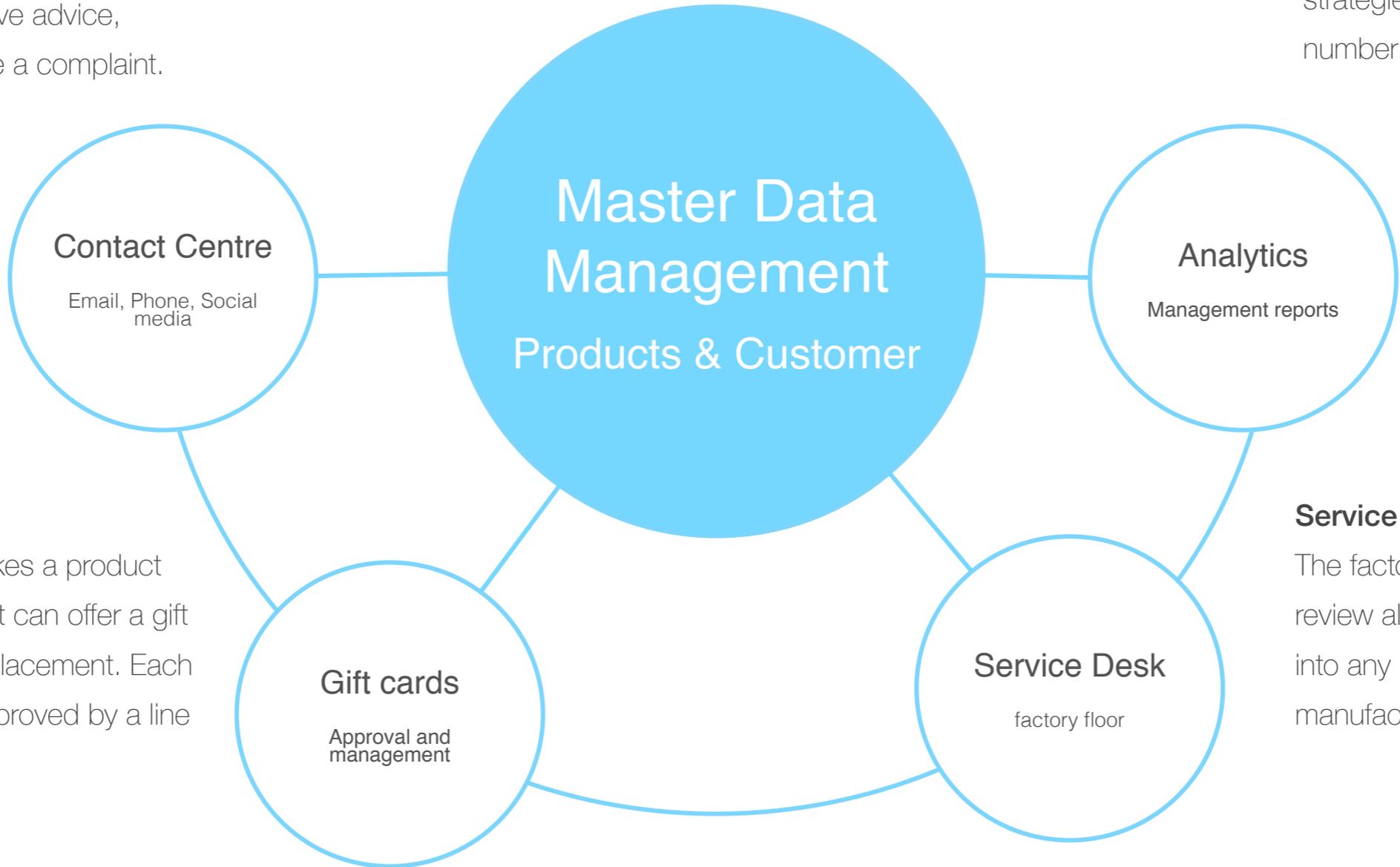
The customer either calls, emails, uses the online self-service, or posts a message on social media. The agent may just give advice, raise a request or take a complaint.

MDM

All your products and customers are detailed in the MDM. This enables you to see all the issues against a product line and see if a customer has made more than one complaint

Analytics

The management team can review all the issues grouped by category, and create strategies to reduce the number of customer issues.



Gift Cards

If the customer makes a product complaint the agent can offer a gift card or product replacement. Each gift card can be approved by a line manager.

Service Desk

The factory floor team can review all the issues and look into any problems with the manufacturing process.

Cloud CRM for Consumer Goods

GENERAL FEATURES

1. Fully integrated Cloud CRM.
2. Full Roles based access control, giving users access to only the functionality they need.
3. Customer portal access to allow customers to raise service requests online.
4. iTouch Vision CRM can be integrated into your other internal systems.
5. iTouch Vision CRM is designed for non-IT People meaning anyone can configure and manage the platform.
6. Secure access via 256 Bit SSL encryption.
7. Dashboard reporting to allow a management summarized view on the current workload.
8. End-to-end process management. A complete workflow solution to map to the organisations business processes.
9. 24 hour support.

Introduction

iTouch Vision CRM for Consumer Goods is a multi-channel application designed for the consumer goods industry.

CRM for Consumer Goods helps Fast Moving Consumer Goods (FMCG) companies manage relationships across the entire demand chain. Marketing, sales and customer service applications are fully integrated, and are designed to manage the various complex interactions and relationships between resellers, distributors and their customers, and the end consumer. We support the following FMCG segments

- Food, beverage, and tobacco
- Over-the-counter pharmaceuticals (OTC)
- health and beauty aids (HBA)
- Household goods, Consumer media, Appliances and electronics

iTouch Vision CRM for Consumer Goods is an issue resolution and Product lifecycle customer service solution

that enables consumer goods companies to manage products, complaints handling and resolutions.

With iTouch Vision CRM for Consumer Goods, manufacturers can do the following:

- Reduce costs through the integration of customer-facing and back-office business processes.
- Record issues and resolve them. Pass detailed product issues back the factory line. and Issue gift cards

iTouch Vision CRM for Consumer Goods is specifically designed to meet the needs of a broad range of consumer goods companies. Based on our proven, configurable, highly scalable, and fully Web-based cloud architecture, it provides support for multiple service offerings while delivering a high total value of ownership.

Industry-specific functionality includes complete consumer response, key account management, trade management, retail account management, call center, and field service solutions critical to the success of customer service professionals.

Product Master Data Management

Many companies today store product information in numerous fragmented applications scattered across the enterprise. Frequently, this results in data duplication, version inaccuracy, and difficulty in locating information. As a result escalating inefficiencies throughout the organisation, cause inaccuracies across the enterprise from product development, operations and manufacturing to marketing, sales and customer service.

Our Product MDM solution provides a single source of truth of product data which can be leveraged across the enterprise, supporting business process improvements and increasing profitability. Built on a proven, scalable data model, this central repository provides the capability to:

- Centralise sell-side and buy-side product catalogs to securely store all finished goods product information product characteristics, sales and marketing information, sales bundles, collateral, images etc.
- Aggregate products and components to serve as an inside product catalog for all applications, managing product specifications, product documents and product configurations in a central system.

- Maintain a trusted source of product information with integrated, best-in-class product data quality* and embedded business rules, applied at all points of entry, to ensure clean, accurate enterprise product data.

However, Product MDM goes beyond its Master Data Management foundation and provides a functional foundation to consolidate, integrate and govern data for complex offers:

- 100+ pre-built item attributes designed for automated publication. Extensible data model adaptable to suit virtually any business needs.
- Business rules to reduce offer and bundle errors through design-time validations.
- Product management area to manage complex bundling
- Item creation and change workflow processes to govern product and bundle offer creation.
- Extensive catalog management capabilities secured with role-based security
- Bulk and mass data changes for faster up-dates

Product MDM										
<input type="text"/> <input type="button" value="Go"/> Rows <input type="text" value="15"/> <input type="button" value="Actions"/> <input type="button" value="Create"/>										
Category <input checked="" type="checkbox"/> <input type="checkbox"/>										
Category : ALDI PARTY CAKE										
Product code	ERP Code	Alias	Name	Full name	Phase	Status	Enabled	Price	Description	
-	12187873	-	ALDI Rainbow Party Cake 1.5lt	ALDI Rainbow Party Cake 1.5lt	-	-	Yes	\$7.99	-	
Category : ALMOND BROWNIE CAKE										
Product code	ERP Code	Alias	Name	Full name	Phase	Status	Enabled	Price	Description	
-	12151632	-	PETERS Almond Brownie Cake 6x1.2L	PETERS Almond Brownie Cake 6x1.2L	-	-	Yes	-	-	
Category : BARNEY BANANA										
Product code	ERP Code	Alias	Name	Full name	Phase	Status	Enabled	Price	Description	
-	12203430	-	PETERS Barney Banana MP8	PETERS Barney Banana MP8	-	-	Yes	-	-	
Category : BILLABONG										
Product code	ERP Code	Alias	Name	Full name	Phase	Status	Enabled	Price	Description	
-	12129204	-	BILLABONG Chocolate Banana Cup MP4	BILLABONG Chocolate Banana Cup MP4	Retired	Deleted	Yes	-	Deleted Product	
-	12097730	-	BILLABONG Chocolate Caramel MP20	BILLABONG Chocolate Caramel MP20	Retired	Deleted	Yes	-	Deleted Product	
-	12071779	-	BILLABONG Chocolate LP30	BILLABONG Chocolate LP30	-	-	Yes	-	-	

View all product lines in one place grouped by their category. View the key attributes of any product.

Fully configurable system designed to ensure you are able to model your product line.

Product MDM		
 Category Define and manage product category.	 Products Products master data management.	 Owner role Define and manage owner role types.
 Product status Define and manage product statuses.	 Measurement unit Define and manage unit of measurements.	 Life cycle phase Define and manage the phases a product goes through.
 Availability type Define and manage availability.	 Availability status Define and manage the status of the availability.	 Attributes Define and manage further product attributes.

Product detail Back Delete Apply changes

Show All Details Life cycle Attributes Measurements Manufacturing Barcodes Owners Availability

Details

 * Category: ALDI PARTY CAKE Sub-Category: Party Cake
 Product code: ERP Code: 12187873
 * Name: ALDI Rainbow Party Cake 1.5lt Full name: ALDI Rainbow Party Cake 1.5lt Alias:
 * Enabled: Yes No Status: - Select -
 Price: 7.99 Australian Dollar - Select unit -

Life cycle

 Phase: - Select - Shelf life: 12

Attributes Add attribute

Edit	Attribute	Value	Enabled	Description
	Format	Cake	Yes	

Measurements Delete Save

<input type="checkbox"/>	Measurement	Unit	Enabled
<input type="checkbox"/>			

Barcodes Add barcode

Edit	Barcode	Primary	Enabled	Description
	26136042	Yes	Yes	

Owners Add owner

No data found.

Availability Add availability

Edit	Type	Status	Enabled	Description
	Coles (1800 061 562)	No	Yes	DELETED PRODUCT
	Grocery	No	Yes	
	Impulse	No	Yes	
	Independents	No	Yes	
	Woolworths	No	Yes	

1 - 5

Each product can be organised by category and sub-category. The full life-cycle from creation to discontinued.

Product owners can be defined to ensure there is a single point of accountability.

Contact Centre

CONTACT CENTRE FEATURES

1. Capture a customer's contact details.
2. Raise service requests whilst on the phone with the customer.
3. Capture interactions between the agent and the customer.
4. Full access to the knowledge management.
5. Customer reference lookups, so the customer can quote a reference number and system will retrieve all their details.
6. The agent's interaction with the customer is recorded, showing the start and end of the interaction.
7. During an interaction the agent can create several service requests.
8. Emails and Texts can be sent to the customer directly during the interaction.
9. End-to-end customer management. From the first call, to the backend management to distribution to the mobile worker, and then back to the customer all in one platform.

Introduction

Increasingly, consumer goods organisations are transforming their call centers from narrowly focused, logistics-and back office-centric operations into next-generation contact centers that offer far more sophisticated customer sales and service capabilities.

Software solutions must now be extremely scalable and cost effective.

Our Contact Centre is specifically designed for the next generation of contact centers that enable consumer goods organisations to provide world-class customer service and generate increased revenue. The call centers also create a closed-loop information flow from complaint to resolution.

This empowers agents at every level by providing up-to-the-minute information and in-depth customer and product knowledge. This approach enables quick and accurate resolution to problems ranging from trade promotions and deductions to consumer affairs, and generates greater customer satisfaction.

Our Contact Centre enables agents to manage, synchronize and coordinate all customer and consumer interactions over multiple communication channels such as the Web, telephone, fax, email, interactive voice response (IVR) systems and social media.

By providing the most comprehensive integrated multichannel customer service capabilities available today, our Contact Centre product gives consumer goods organisations a unified business solution so they can become more competitive in their markets and highly effective in managing their customer relationships.

Customer Experience Matters

Positive customer experiences enable businesses to attract more, retain more, sell more, sell for more, and do more. Every company in every industry can leverage great customer experiences to establish trust while building lasting customer relationships through positive service and sales interactions.

Customer Experience Challenges

Most successful companies would say that they try to create a good customer experience and have invested in the systems, people, and training to develop it. So what's missing? Why is it so much more difficult to meet customer expectations every day in every way?

Customers want to do business with companies in more ways than before – social, digital, direct, in-store, mobile, and call centre.

Great Customer Experience

Customers want simple, consistent, and relevant experiences across all channels, touch points, and devices. Creating a great customer experience means delivering these qualities consistently over time across the

entire customer lifecycle. Exceptional customer experiences create the loyalty, advocacy, and repeat business that drives success.

While it takes a lot of work to earn, consumer confidence can be lost overnight without the right levels of customer support and management. Our Contact Centre provides consumer goods providers with highly effective solutions to these and other business challenges.

Acting as an extension of your company, we offer cost-effective customer care solutions that will increase customer satisfaction and brand loyalty, while generating up-sell opportunities. Our knowledge management systems are at the fingertips of every agent to provide consistent information and quicker resolutions.

When a warranty, recall, or any other problems arise, your agents will know precisely how to manage your customers needs and maintain their confidence using our scripting features.

The contact centre is a facility that can be used by your organisation to manage all client contact through a variety of mediums such as telephone, fax, letter, e-mail, social media, SMS and soon online live chat.

A transformation is underway in call and contact centres, which is being driven by three critical shifts in the marketplace.

1. Changing demographics

Consumers are gaining purchasing power and changing the way they gather information, make decisions, and communicate.

2. New communications modes

Consumers are rapidly adopting new access methods such as web self service, IM, web chat, and smart phone apps.

3. More risks to customer service

Customers are less tolerant of poor service, more inclined to leave after a single bad experience, and likely to broadcast their dissatisfaction using social media.

First contact

When the customer calls the agent will either ask for their name or an existing service request number.

1. If they give an existing service request number then the Service request and all their history is shown.
2. If they give their name the agent can search on their details or if the customer does not exist then the agent can create them as a new customer. An email will be automatically sent to the customer with their new password to log into their portal where they can view all service requests.

The agent will record all of the details of the interaction, so if the customer calls back the next agent has all the information of previous interactions.

Searching the knowledge management

If the agent does not know the answer to a question being asked by the customer they can query the knowledge management to find the answers.

Raising a service request

If the agent can not deal with the issue they can raise a service request to pass the request to a back office expert who is better placed to answer the question.

The screenshot displays a web application interface for customer service management. At the top, there is a navigation bar with tabs for 'Dashboard', 'Service request', and 'Contact centre'. Below this, a 'Contact centre' button is visible. The main content area is divided into several sections:

- Customer:** A section with a 'Reset' button and 'Actions >' link. It features a search bar for '* Contact' with the email 'danny.user@itouchvision.com' and a 'Reference number' field. A 'Search' button is present. Below is a table with columns: Name, E-Mail, Mobile, Home number, Address, Postcode, Registered on, Last login, and Device. The table contains one entry for 'Mr. Daniel Warren'.
- Activity:** A section with a 'Finish interaction' button. It includes a '* Type' dropdown menu with options like 'Incoming call', 'Face to face', 'Email', 'SMS', 'Fax', 'Letter', and 'Social media'. There is an 'Add activity' button and a large text area for 'Content'. A box on the right indicates 'Activities of current interaction' with 'No activities found.'
- Request:** A section with a 'Create' button. It has a '* Form' dropdown set to 'Report it' and a '* Category' dropdown set to '- Select -'.
- Customer service request(s):** A table listing service requests with columns: Evidence, Service request #, Submit time, Category, Status, Incident location, Priority, and Reported from. It shows two entries for 'I am going on maternity leave'.
- Customer interaction(s):** A section indicating 'No Interaction found.'

Service Desk

Service Desk Management

The service desk module is focused around allowing the back office teams to understand the issue and then work to resolve the problem. A service request can either be any request for service, a complaint, a recall or food product / allergy advice.

Once a service request is raised it will be available in the agents queue. the agent can open the service request and action the request.

Each request can contain notes as to the progress, and documents that may be generated during the lifecycle of the service request. The service request can be assigned to an individual or a group to complete the service request.

The service request is divided into 6 sections.

- Information and statuses, customer details, evidence and location.

- Owners
- Nearby and related service requests
- Notes
- Tasks
- History

Information and status

Each service request has a status, this allow the agent to track and understand what stage the service request is at. Each service request type can have its own status transition. This enforces rules that only allow you to go from one status to another. Each service request has a reference number which will allow your customers to track and monitor their service request. We allow each service request to maintain its own priority. By allowing custom priorities you can maintain defined service level agreements.

Customer information

We provide easy access from the service request to the agent to view the submitters or customer contact details.

Questions and answers

Each service request can be configured to ask the submitter questions. All the answers are saved against the service request. This information will aid the agent in resolving the issue

Evidence and location information

The evidence can be any file type, this information can further aid the agent in completing the service request in the define service level agreement. The location information can be used to allow the submitter to pin point the incident or prove an address.

Overview Dashboard **Service request**

Service request > Service request detail

Service request detail

Category: Report it - Abandoned Vehicle Status: Closed Priority: Low

Incident date: 14-OCT-2014 Submission time: 31-OCT-2014 11:16 Close date: 31-OCT-2014 11:21

Show All Information Customer details Linked Evidence Location Interaction Owner Tasks Notes Outcomes

History

Information [Edit information](#)

Question	Answer
Do you know the owner of the vehicle?	No
Please specify the make, model and colour of the vehicle.	Fo
Is the vehicle taxed?	Yes
What is the vehicle registration number?	1234567890
Please indicate the condition of the vehicle and any other information about the vehicle that you feel is relevant.	Good
How long has the vehicle been at the location?	1 Day

row(s) 1 - 6 of 6

Customer details [Person details](#)

Contact detail	Other information	Address detail
Name: Mr. Joe Smith Email: joe.smith@hotmail.com Mobile: - Home phone: -	Registration date: 23-Jun-2014 09:43 Last login: - Device: Website Total case: 6	Address: City: - Post code: - Region: England

Linked [Relationship](#) + >

Service request / Case #	Category	Status	Relationship	Description	Enabled	Added by	Date added
91384	Abandoned Vehicle	Closed	Child	-	Yes	sohil.bhavsar@touchvision.com	6 days ago

row(s) 1 - 1 of 1

Evidence + >

Evidence gallery



Service request # 91384

Update status
Create case
Share
Send email
Send SMS
Nearby service request

Related service requests
no data found

Other details
Created by: SOHIL.BHAVSAR@TOUCHVISION.COM
Submitted from: Service request (Admin)
Device:
Brand: Model:
System: System version:

Other files
No file(s) found.

Location

Location: 70-72 Friars Vennel, Dumfries, Dumfries and Galloway DG1 2RL, UK



Location type: Accurate down to street address
Location: 70-72 Friars Vennel, Dumfries, Dumfries and Galloway DG1 2RL, UK
Geocode: (55.06907978101823, -3.6138367652893066)

Interaction +

no data found

Owner [Update owner](#) >

No contacts found.

Tasks + >

Edit	Task #	Type	Subject	Status	Priority	Owner	Progress	Date added	Due Date	Enabled	Description
	106520	To do	Test task	Open		Mr. Mark Eves (mark.eves@touchvision.com)	0%	06-FEB-2015 09:46:50	-	Yes	-

row(s) 1 - 1 of 1

Notes + >

No note submitted.

Outcomes + >

Edit	Activity	Outcome	Result	Note	Active	Added by	Date added
	fill pothole	filled pothole	Customer happy	xs	Yes	-	-

row(s) 1 - 1 of 1

History

February

- 25 Report shared via E-Mail (kartik.patel@touchvision.com, sohil.bhavsar@touchvision.com)
User: sohil.bhavsar@touchvision.com Date & Time: 25-feb-2015 09:31:42
- 25 Report shared via E-Mail (kartik.patel@touchvision.com, sohil.bhavsar@touchvision.com)
User: sohil.bhavsar@touchvision.com Date & Time: 25-feb-2015 09:14:58
- 25 Report shared via E-Mail (akwjdk23ekj, akwjdk23ekj)
User: sohil.bhavsar@touchvision.com Date & Time: 25-feb-2015 09:14:02

October 2014

- 31 Service request Status Changed to Closed created from sr
User: sohil.bhavsar@touchvision.com Date & Time: 31-oct-2014 11:21:24
- 31 Service request mail has been send.
User: system Date & Time: 31-oct-2014 11:16:19
- 31 Initial status.
User: system Date & Time: 31-oct-2014 11:16:19
- 31 Service request has been submitted.
User: sohil.bhavsar@touchvision.com Date & Time: 31-oct-2014 11:16:19

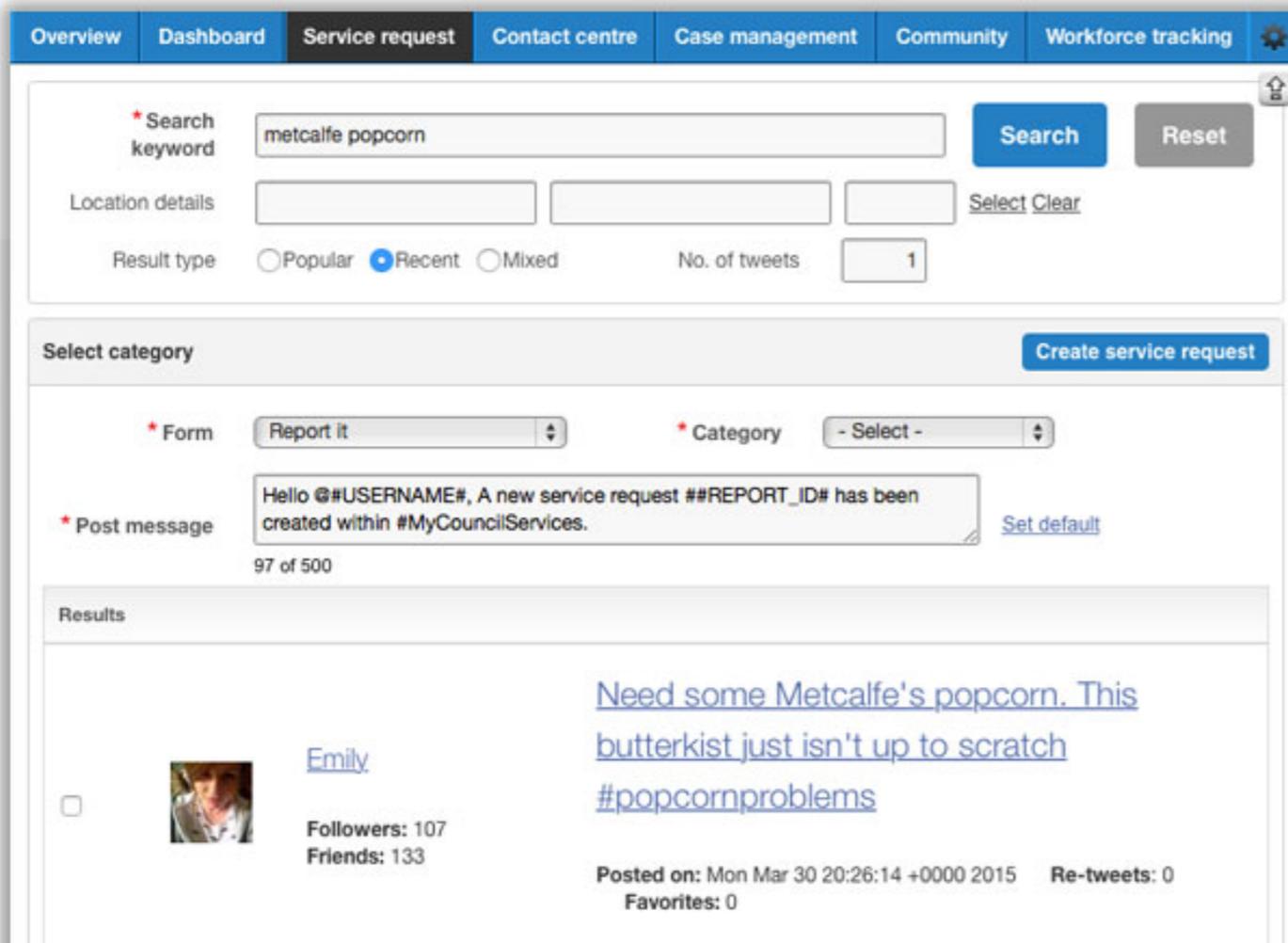
Social media

FEATURES

1. Search social media for comments about your company or products.
2. automatically respond to posts.
3. Create service requests for issues that require more investigating.
4. Drill down to the social media posting and look users details and previous postings.

Consumers now days are more likely to voice their opinions via social media. When a consumer posts a message about your product they are telling millions of people how they feel. The quicker you can spot this issue and respond the less likely the post is to escalate.

Our social media incident feature allows you to search different social media items, and respond directly to the person submitting the post. From finding the post you can import the data and create a service request were you can then manage the issue behind closed doors rather than in front of the world. The social media user is invited to contact you and quote the service request number.



Gift cards and product replacements

FEATURES

1. Load a set number of gift cards or offers on to the system.
2. Offer a gift card for each complaint.
3. Allow management team to approve the gift card to stop fraudulent activity.
4. Automate the posting of gift cards

Each time a consumer phone up with an issue about your product you will need to go through some due diligence on where the issue lies. Once you have confirmed the issue is on the companies side you can then issue a gift card or product placement.

The gift card can then be printed out and sent to the consumer. The platform will enable you stop fraudulent activity by people claiming false issues several times.

From the point of issuing a gift card, to approving it and finally when it is posted you can manage the whole process.

Our gift cards and product replacement feature is is unique offering that no other vendor provides.

Credit summary Credit approval Credit store Credit status								
<input type="text"/> <input type="button" value="Go"/> <input type="button" value="Actions"/> <input type="button" value="Load Credits"/> <input type="button" value="Add credit"/>								
	Code	Credit type	Card type	Credit value	Enabled	Start on	End on	Is Allocated?
	62733538317797267	Gift card	Coles	\$10	Yes	26-MAR-2014	09-DEC-2015	Yes
	62733538310160067	Gift card	Coles	\$10	Yes	26-MAR-2014	09-DEC-2015	Yes
	62733538317972415	Gift card	Coles	\$10	Yes	26-MAR-2014	09-DEC-2015	Yes
	62733538313656137	Gift card	Coles	\$10	Yes	26-MAR-2014	09-DEC-2015	Yes
	62733538310651677	Gift card	Coles	\$10	Yes	26-MAR-2014	09-DEC-2015	Yes
	62733538314787436	Gift card	Coles	\$10	Yes	26-MAR-2014	09-DEC-2015	Yes
	62733538311967221	Gift card	Coles	\$10	Yes	26-MAR-2014	09-DEC-2015	Yes
	62733538319535939	Gift card	Coles	\$10	Yes	26-MAR-2014	09-DEC-2015	Yes
	62733538310681443	Gift card	Coles	\$10	Yes	26-MAR-2014	09-DEC-2015	Yes
	62733538315813926	Gift card	Coles	\$10	Yes	26-MAR-2014	09-DEC-2015	Yes
	62733538311565223	Gift card	Coles	\$10	Yes	26-MAR-2014	09-DEC-2015	Yes

Credit summary Credit approval Credit store Credit status			
<input type="button" value="Main Menu"/>			
Form	From	To	<input type="button" value="Search"/>
	27-MAR-2010	03-APR-2015	
Credit approval			

Still have some questions?

Please feel free to get in contact with us. We would love to hear your questions and help answer them. You can reach us on..

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About Us

iTouch Vision is a Mobile and Cloud company looking to take advantage of the next generation of computing. We think differently, we act quickly, we aim high and we achieve our goals.

Summary

The administrators gain real time status updates and are able to monitor performance by a team or an individual. Each worker is tracked so administrator have access to real-time information. All information can be enhanced with pictures, detailed with electronic forms and pinpointed with GPS.

All information is automatically synced and stored in the cloud so that administrators and workers have up-to-the-minute information. Workers spend more time out on the road resolving issues, rather than at the office completing paper work.

Mobile worker offers latest ways to manage your workforce and deliver a quick return on your investment. Mobile worker delivers the a true shared service centre lowering costs and improving efficiency.