

## Contact 360°

### State-of-the-art business partner management with a personalized dashboard

In today's world, it is no longer enough to offer broad product ranges. Publishing companies need to know their customers to be able to develop products according to their needs and to deliver personalized and comprehensive service packages.

In order to be able to understand customers and their specific needs and to recognize sales opportunities, complete information about a single customer summarized and presented in the 360° view is key.

To save time and cut costs, Contact 360°, which is an add-on feature to the Contact Manager, enables publishers to install transparent workflows and to prevent their staff from jumping between different systems. The feature supports customer service centers, marketing and sales departments in their daily business and

provides all relevant information about the customer in one single overview. This screen is fully customizable and provides information in content chunks (widgets).

Customer information of the Contact 360° App includes master address data, pictures and/or a logo, plus information widgets which can be pulled into the dashboard grid.

The layout of the widgets is configurable per user. A huge variety of useful 3rd-party widgets is available, such as Google Maps, Salesforce and finance applications, but, of course, also widgets which display relevant information from the Klopotek system: from contact master data and order or contract information to financial data to support the multiple roles for which the App can be used.

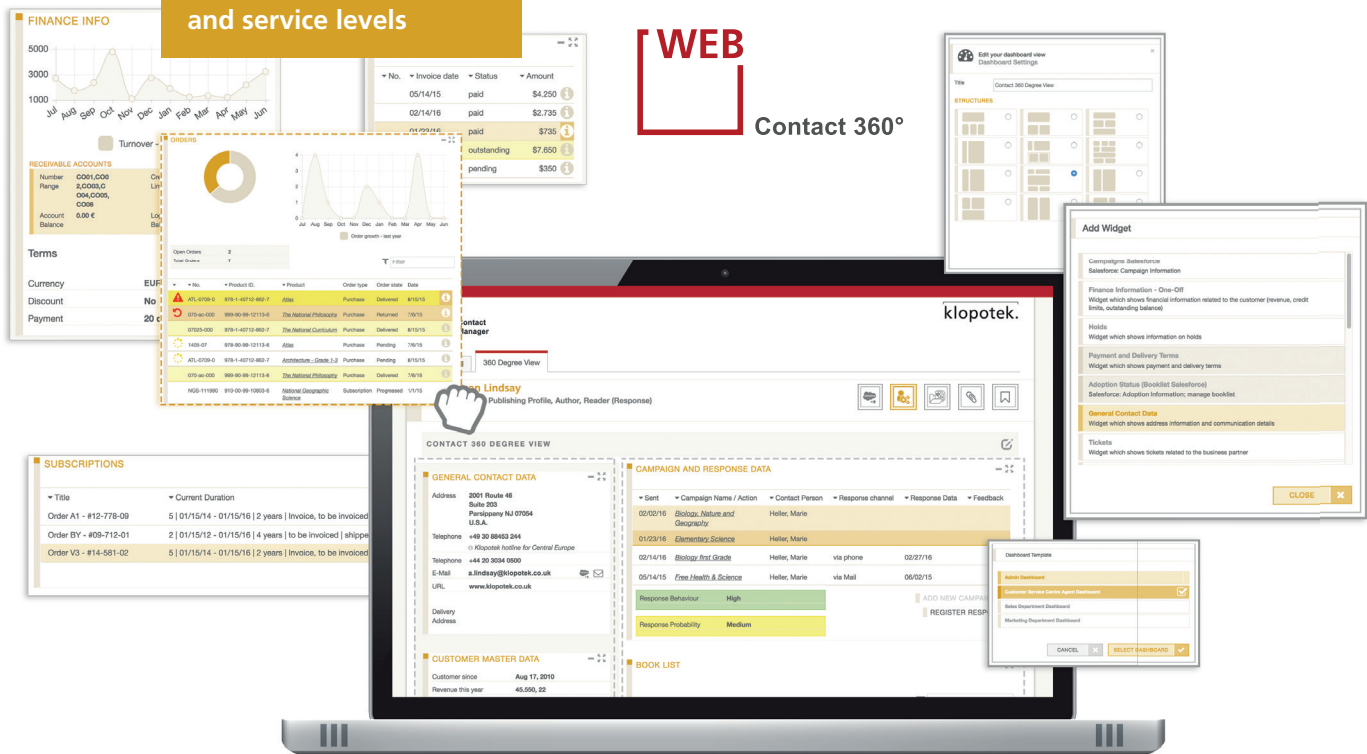
### KEY FEATURES AND BENEFITS

- Full overview of all relevant information; see important information at a glance
- Dashboard templates for multiple user roles; fully customizable
- Automatic contact recognition based on caller made possible by integrated phone system
- Flexible and publishing-specific widgets with easy plug-in processes
- Option to include special features like Google Maps or Twitter integration
- Start related Klopotek modules out of the 360° view: no need to access different systems and therefore no loss of information and time
- Integrated with the Klopotek Business Partner Pool
- Improves reaction times and service levels
- Helps your staff to reduce workload and save time

Improves reaction times  
and service levels

WEB

Contact 360°



Contact 360° is an essential part of Klopotek’s unique combination of technologies for handling all CRM requirements – browser-based and on all types of devices. Download a brochure which explains all of this in full detail in the ‘STREAM’ section of our website (‘CRM’).

If more information is needed, clicking on an icon in the widget will display the complete data (drill-down functionality – open an attached document, view a full invoice).

The screens of the App are responsive to support multiple devices. When opened, Contact 360° automatically presents con-

tact information depending on the work situation it is being used in: customer service, marketing, or sales.

Additional information to be displayed can include communication data tickets which have been created for this customer, order and payment information, etc.

(from the Klopotek system) and campaigns in which the customer has been contacted, response behavior of the customer, click behavior on websites, etc. (information from third-party tools).

Widget Family: Business Partner
Classifications
Contact Person Classifications
Company Hierarchy
General Contact Data
Identifiers
Notes

Widget Family: Ordering
Orders – One-Off
Subscriptions
Open Invoices
Invoices (Open and Settled)
Finance Information – One-Off

Widget Family: Salesforce
Campaigns Salesforce
Adoption Status Salesforce
Opportunities Salesforce
Contact Activities Salesforce

Widget Family: Royalty Recipient
Author Taxation
Contracted Products
Product Involvement
General Contact Royalty Creditor Details

Widget Family: Customer Terms
Customer Master Data
Payment and Delivery Terms
Holds

Widget Family: Miscellaneous
RSS
Twitter

Widget Family: Transactions
Tickets
Assigned Tickets