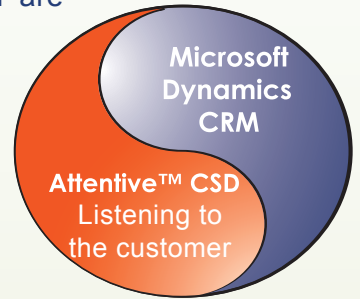


Attentive™ CSD - Customer Satisfaction for Dynamics CRM

Empowering Microsoft Dynamics with Event Driven customer feedback

Attentive™ Customer Satisfaction for Dynamics CRM is an innovative solution for Microsoft dynamics CRM that empowers Microsoft Dynamics with event driven ongoing customer feedback. Your Dynamics CRM becomes customer attentive and focused, always aware of your customers' opinions and perceptions regarding your company's products, and the quality of the customer service and experience you are providing.

Get the customers' point of view



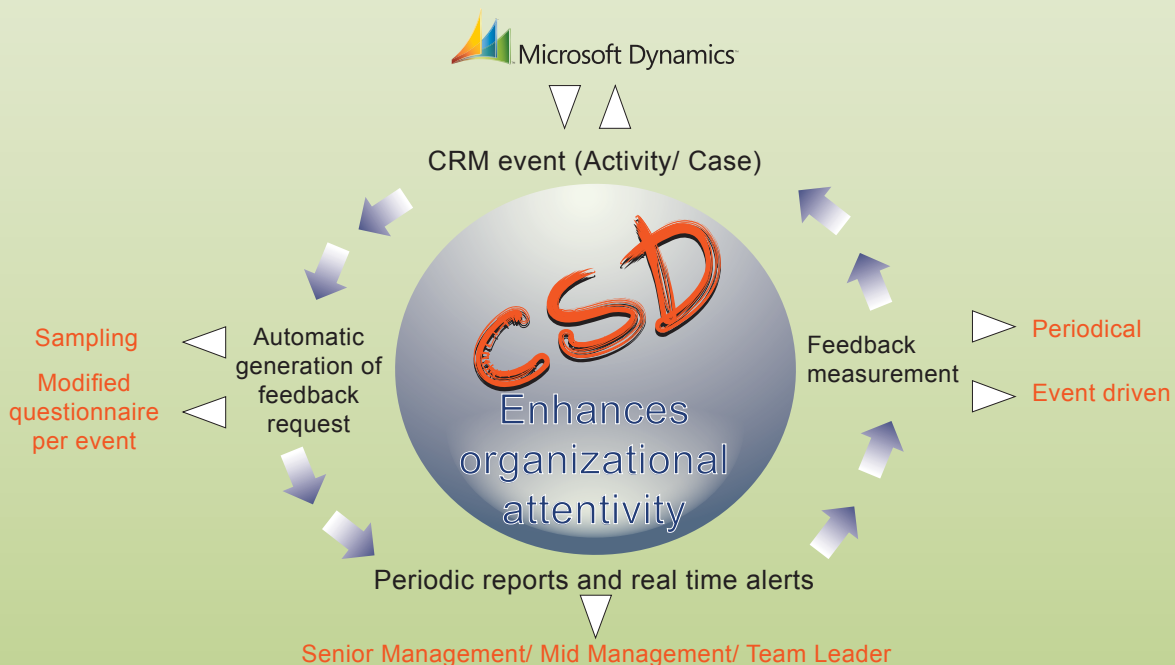
“After spending hundreds of millions of dollars in implementing CRM, I promise you, there’s not a single CRM implementation today that can tell you what the customer really wants.”

Esteban Kolsky, Senior Research Director, **Gartner**

The solution

Attentive™ CSD is a solution for Microsoft Dynamics CRM, derived from Ransys' Attentive™ Proactive Feedback solution. Attentive™ CSD enables your CRM to monitor and integrate ongoing customer feedback, transforming it into a customer attentive system. Attentive™ CSD enables Dynamics CRM to listen to what customers are actually saying and automatically initiate and generate the following 3 types of customer feedback:

1. Event driven feedback following a contact with the customer, to monitor quality of service and other directly related issues.
2. Periodic in depth customer satisfaction survey, in which pre-determined groups of customers participate in a survey at known, predetermined intervals.
3. Ad hoc market research surveys based are available on Microsoft Dynamic CRM.





Attentive CSD is a user friendly, easy to install solution for Microsoft Dynamics CRM, fully compatible with all relevant IT environments. It significantly enhances and upgrades your Microsoft Dynamics CRM system.

Main Features

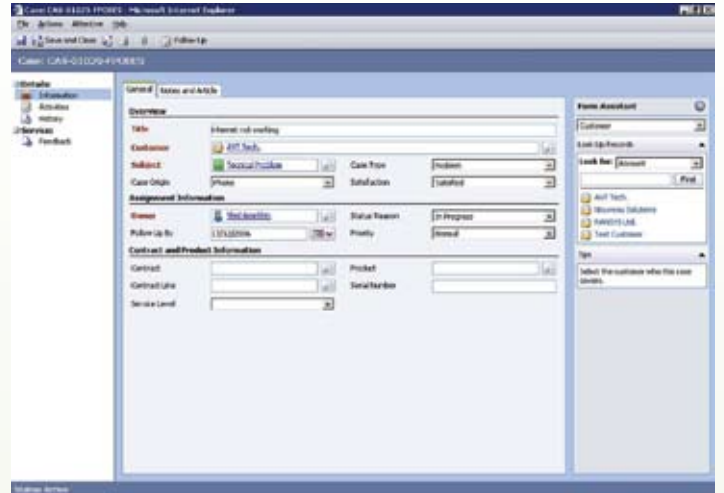
Feedback engine easily and quickly embedded, providing user friendly seamless interface with end user feedback providers

Questionnaire design and content customization according to organization's specifications and customer's profiling

Measurement definitions and result quantification according to specific organizational requirements

Reports generated in easy to read graphic format

Feedback data available to all organization's Dynamics CRM users



Case resolving automatically triggers feedback form generation

Main Functions

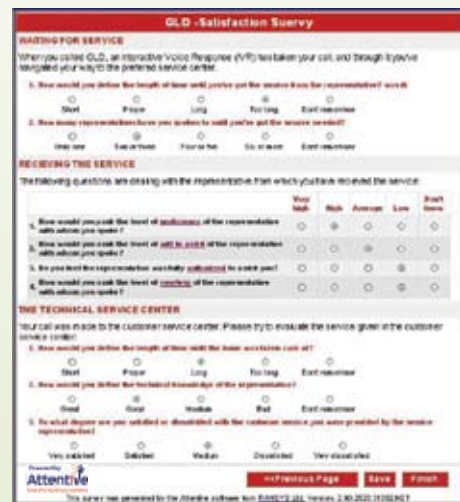
Incorporates customer feedback management engine into Dynamics CRM

Feedback data collection and management

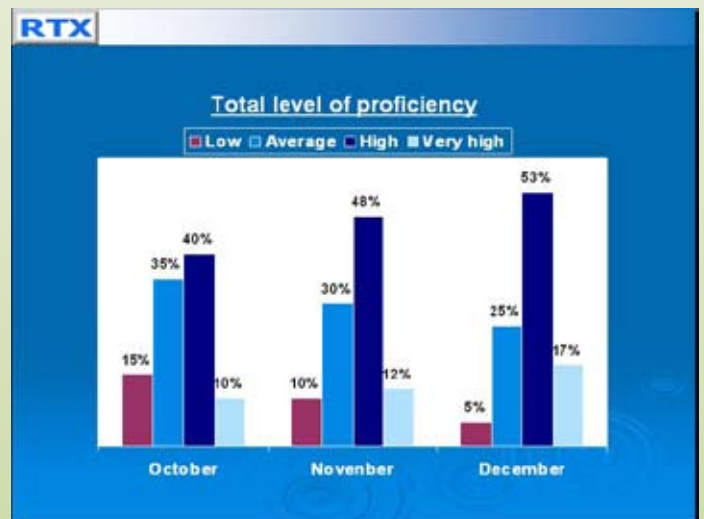
Data collection according to CRM defined business practices

Feedback conducted via E-mail, telephone and Mobile

All results automatically exported to Excel and SPSS files



Questionnaire fully compatible to organization's branding



Reports and analysis

Certifications: **Microsoft**
GOLD CERTIFIED
Partner



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