



*On The Customer



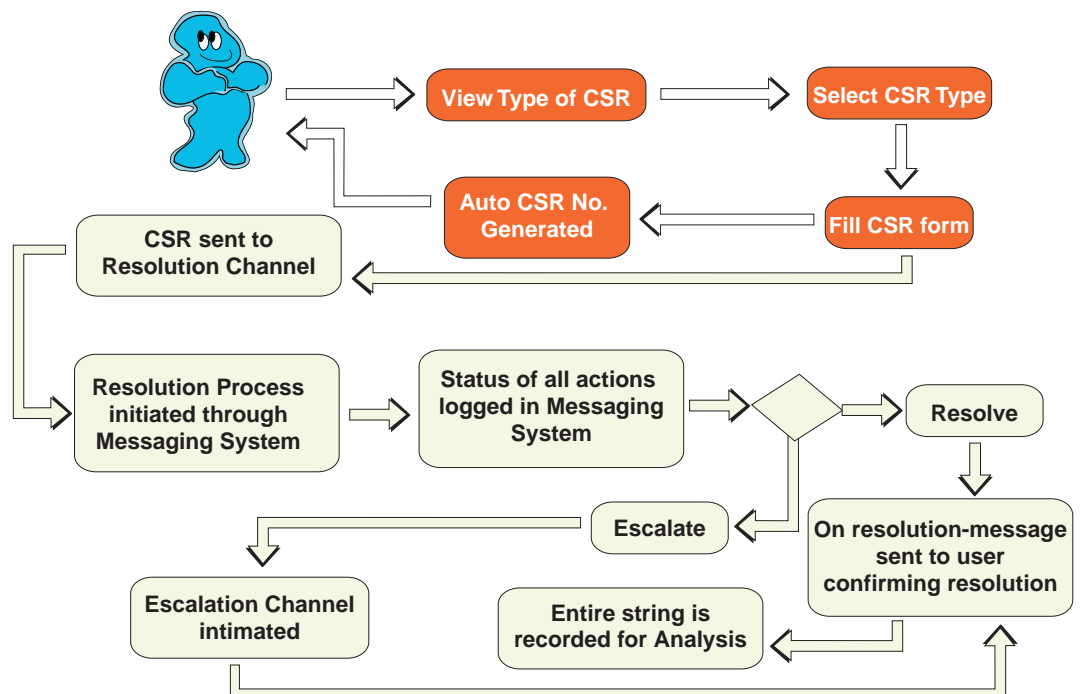
ASHTOUCH
SYNERGY AT WORK

*Enterprise
Relationship
Management*

Service Request / Complaint Management System (SR/CM)

The SR/CM module has been especially designed with the following objectives:

- Receive request for Services / Complaints over the web.
- Direct the request / complaint to the appropriate Channel / Group of persons to ensure resolution.
- Track the resolution process
- Escalate the unresolved requests / complaints
- Create a log of the complaint for future analysis.
- Well defined Administrative module that enables the company to
 - Design the Service request / Complaint module
 - Define the format for the request / complaint
 - Define the Resolution channel for each category of request / complaint
 - Define the Escalation Channel for each category of request / complaint
 - Define the rules for escalation of request / complaint



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