



\*On The Customer



**ASHTOUCH**  
SYNERGY AT WORK

*Enterprise  
Relationship  
Management*

### **Corporate Intranets**

A quick reflection on the most desired features in a corporate web are already incorporated in AshTouch. The single most significant advantage of AshTouch, is that the product can be quickly integrated with existing web sites and presents an opportunity for swift deployment of interactive Corporate Intranets.

### **Inquiry management**

Inquiries and sales opportunities are routed to different groups based on flexible criteria. Subsequent interactions are stored for future reference. Escalations and Information can be moved around to different groups as the situation requires.

### **Service Requests and Complaints Management**

Service requests, complaint and other post sales service activities are recorded and tracked by relevant groups with supervision to ensure satisfactory closure.

### **Document Storage and Retrieval / Knowledge Management**

Scanned documents, and computer generated documents, of any nature can be stored in a central location. Access to these documents is global, but need based with a full implementation of Librarian functions and access tracking. Information from traditional IT sources can be distributed using the document management system. Search engines can hunt within pre-specified documents that are centrally stored. All interactions on the system is available for data mining with strong access control.

### **Sales Force Empowerment**

Provides a medium for two-way communication with the sales force of the company. Records day to day interaction with new and existing customers, enables central storage and controlled access to literature, brochures, forms, letters, emails, contracts and other documents. The executives have access to the shared planners, schedulers and reminder functions for better co-ordination. The group messaging design allows sharing of information and to seek advice, so as to conclude satisfactory customer interactions.

### **Issue Resolution**

Inter-office and inter-departmental issues can be shared and tracked to resolution whilst maintaining a history of the resolution process.

### **Forms Movement**

User can create forms in widely used tools and provide them to specified users and groups. These forms ensure that precise information is gathered and delivered to the appropriate person or groups for knowledge and action.

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