

Touchpoint

Sales & Service Software



Points of contact; establishing contact; the reassurance of knowing; keeping informed; keeping in touch ...

pegasus
OPERA II

Client
Systems

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Our Touchpoint range of software addresses two main business activities, those of sales & marketing and service management, which can be implemented together or separately.

Touchpoint is designed not only to support the day-to-day customer-facing activities associated with the running of a business, but also to assist where an organisation comes into contact with its customers and prospects - its "touch points".

At these points the way in which business is conducted very much sets the scene for present and future relationships.

Traditional accounting software such as Pegasus Opera II concentrates, as it should, on procedure and the back office. Core financial modules handle sales, purchase and nominal ledger requirements, backed up by a cash book. Commercial modules handle stock, sales and purchase orders and invoicing. Payroll is often a vital module, and others such as personnel, fixed assets and costing provide additional support.

Our software focuses on generating enquiries and orders, in responding to service requests, in making calls and visits, in engendering good relationships - in reaction and pro-action.

Yet these activities in themselves are not self-supporting. To meet the expectations of ever-more demanding customers and prospects, these business areas need to interact immediately with data available elsewhere in the company.

That is why we have built software for sales, marketing and service departments which is integrated within the structure of Pegasus Opera II, reflecting its design and operational style, giving a consistent, company-wide system built around core data, ensuring efficiency, ease of use and familiarity.

Accounting, Sales & Marketing and Service functions have their own operational modules which can be taken up as required, but the single database approach means that data can be shared dynamically between them. Marketing and Sales can access relevant accounting information and service activities; Service can respond efficiently to calls and also know the credit status of customers and any on-going sales activity; Accounts have visibility of service and sales contacts.

Exchange of relevant data such as sales quotations, accounts on stop, posting of service invoices and automatic update of stock with service parts used is inherent in the system's design, but the Viewpoint feature of Touchpoint gives access to a range of relevant information at various points across the system to support staff in their operational activities as well as assisting them to respond to outside contacts immediately.

This extends to use of a document register for correspondence, drawings, pictures, spreadsheets etc.

Touchpoint and Pegasus Opera II provide a single, flexible and powerful business-wide system, which can be tailored to suit.

Working together ...

... WITH YOU