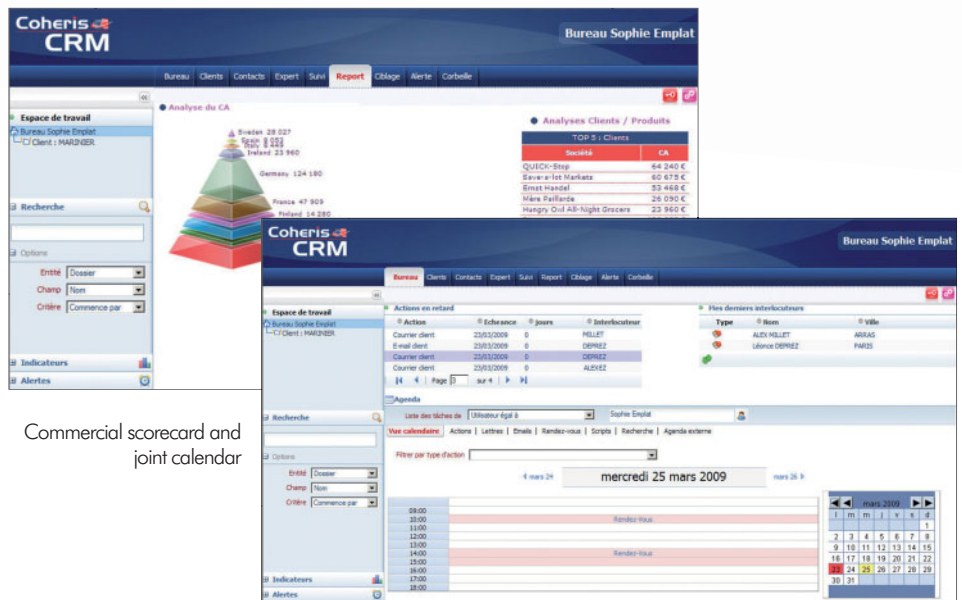


Comprehensive solution for managing customer relationships, Coheris CRM allows you to structure and better use **customer knowledge** in the company, to increase sales, reduce costs, and build customer loyalty.



Commercial scorecard and joint calendar

## References

More than 800 large and average size companies in France and abroad, in every business sector, in both B2B and B2C, benefit on a daily basis from Coheris CRM.

Among our references:

- Alico
- Allianz
- Auchan
- Carrefour
- Coca-Cola
- Danone
- SEB Group
- Henkel
- Kraft Foods
- La Française des Jeux
- MACIF
- Paris City Council
- Maroc Telecom
- MGEN
- MMA
- Nestlé
- Oséo
- Sanofi-Aventis
- SC Johnson Wax
- SFR
- Société Générale
- Syrian Telecom
- Total
- Issy-les-Moulineaux City Hall
- ...

## Customer knowledge as a driver for business development

At a time when company performance requires knowledge of your loyal and consolidate customers and communities, Coheris CRM provides you with a unique and comprehensive view of your customer, shared by all companies within the group, directly transformable into action.

- Marketing: maximize your return on investment with a clear and operational vision of your customer's potential, based on an effective marketing strategy,
- Sales: increase sales by effectively leading sales activities and fully exploiting your customer's potential,
- Customer Services: improve satisfaction and loyalty while improving service quality, all while controlling costs.

While respecting the company's business processes, Coheris CRM offers each user maximum effectiveness and a significant autonomy in his business.

## Understand and anticipate through analytical and predictive CRM

The Coheris CRM analytical approach brings you, in addition to operational reporting, the necessary performance indicators and scorecards for strategically leading your business.

To go further, Coheris CRM offers advanced predictive analysis technologies that allow you to anticipate business risk and opportunities, in order to further enhance your business and marketing performance. You will also benefit from:

- Better targeted campaigns with a higher return on investment,
- Adapted initial offerings generating increased or additional sales,
- More effective loyalty activities and a differentiated customer service.

## Social CRM for listening and addressing your communities

Connected to the most popular social networks (Facebook, Twitter...) or through monitoring on the Internet, Coheris CRM allows you to, through the analysis of verbatims, to collect trends, customer expectations, and detect the most influential voices of those that might become your future ambassadors.

This new customer knowledges is fed into analytical and predictive technologies to generate new drivers of growth and competitive advantages.



## Tangible benefits for daily life

Built around a single customer repository and shared by all, Coheris CRM is a coherent module suite broadly covering all needs for each of the relevant departments of your business.

### Marketing

- Advanced capabilities in segmentation and targeting of customer/prospective customer groups
- Planning, execution, and monitoring of cross-channel campaigns ; mailings, e-mails, telemarketing, surveys, etc.
- Evaluation of the impact of actions implemented and readjustments to the marketing strategy to become more effective
- Automatic assignment to the sales force of opportunities detected

### Sales Force

- Planning and monitoring of marketing activities: prospecting plan, scheduling management, opportunity tracking, taking of orders, etc.
- Automation of repetitive tasks, alerts, customer reminders, etc.
- Management of all product/service offers: catalog, rates, quotes etc.
- Modeling the sales cycle and driving business activity in real time

### Customer Service

- Registration and processing provided for each customer request, whatever the channel: telephone, web, email, social networks...
- Compliance with specific business processes: automated response, reallocation of requests, automatic alerts, etc.
- Interactive maintenance guide (script) to assist agents in their exchanges with customers online.

## Guarantees of success with your CRM solution

Constituting the core of your CRM solution, Coheris CRM offers you the best guarantees of success:

### Content integration and rapid deployment costs

- Pre-parameter modules with a large number of 'ready-to-use' functions, as well as an operational and analytical plan.
- Openness to other applications: ERP, GED, e-commerce site etc. and best practice facilitates and accelerates integration into the SI.

### Controlling risks linked to change

- Through a simple and intuitive user interface and a very effective operating mode, the user grasps the tool very quickly.
- Designed to fit any kind of organization, with its processes, rules etc. Coheris CRM does not impose any artificial constraint.

### Assurance of scalability and sustainability

- After fitting the first service, the extension to other services or functions: analytical, predictive, etc. is perfectly consistent.
- Corrective maintenance and development of your solution, in all its specificities, guarantees you an operational and up to standard system.



Verbatim analysis of customer feelings on a social network, used by a product manager

## Technical Features

Based on a Java/J2EE technology, Coheris CRM is an «SOA Ready» application, which meets Microsoft standards, but is also integrated in Open Source systems.

- Application servers: Websphere, Weblogic, JBoss
- Browser: Internet Explorer, Firefox, Chrome
- Databases: Oracle, SQL Server, DB2, MySQL and postgreSQL

## Coheris: A Brief Overview

A French publisher on topics in the areas of customer relationship management, analytical control, and predictive analysis, Coheris places actionable knowledge in the heart of its uses and business strategies.

More than 1,200 companies, from SMEs to multinational corporations, have already placed their trust in Coheris in over 80 countries.

Coheris supported by an extensive network of consulting and integration partners and its own experts to provide its customers with solutions that are at once operational, analytical and predictive of the service rendered by their performance.

Coheris has been listed on the NYSE Euronext Paris exchange compartment C since June 30, 1999 (ISIN: FR0004031763 / ticker: COH) and is eligible for FCPI.

More information about Coheris can be found at: [www.coheris.com](http://www.coheris.com)

### Coheris

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