

AKIOMA Contact Management

Make more of your contact data

How well do you know your customers and business contacts? What information is actually decisive? How is it connected? How can you put this knowledge to optimal use?

Content Management by AKIOMA provides the answers.





Contact Management with a little more thought put into it

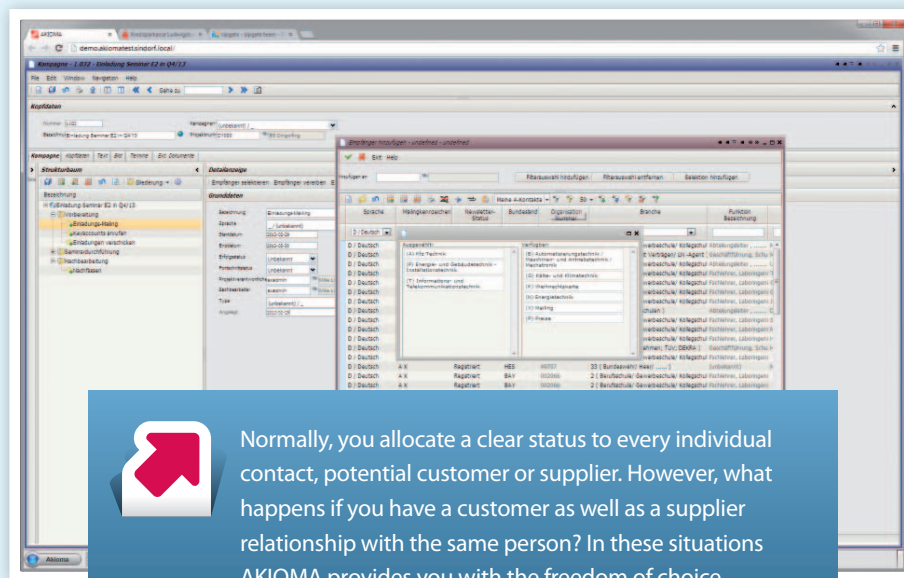
There is a lot of potential hidden in your contact data – use it!

AKIOMA provides you with a complete picture of every customer or contact. You can see at a glance where the contact fits into the company or the organisation. You can also classify your contacts with particular detail according to their roles, either as customers or suppliers, and you can also represent more complex relationships neatly and clearly.

With this in mind, Content Management by AKIOMA is much more than just a databank for contact management. You are simultaneously provided with a strategic tool that delivers valuable support for your initiatives and strategic planning in central areas such as sales and marketing.



AKIOMA offers you significantly more opportunities for working with your customer and contact data than many other CRM systems – because AKIOMA doesn't "think" in terms of individual contacts but always takes the entire organisation as the basis of operation for all processes. Hierarchies and cross links between you, your customers and your potential customers can be represented in a much more flexible and accurate way, and you automatically get to know your contacts better.



Normally, you allocate a clear status to every individual contact, potential customer or supplier. However, what happens if you have a customer as well as a supplier relationship with the same person? In these situations AKIOMA provides you with the freedom of choice. AKIOMA is always based on the "neutral" organisation as a whole in which you classify your contacts at your discretion and can select suitable respective roles.

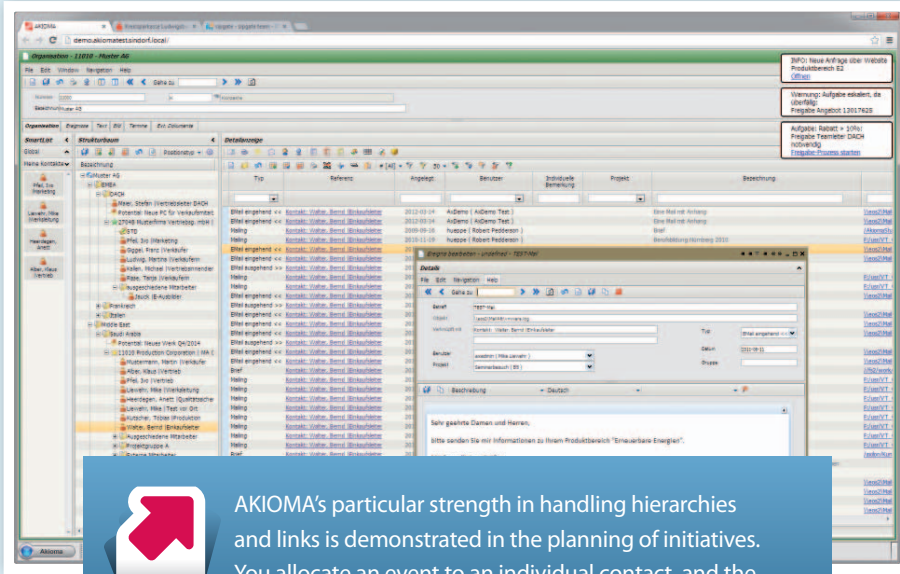
This way, you always have a full overview; even with regard to complex relationships, and from the very beginning, you avoid conflicts of interest in the initiatives which you plan for your contacts.

Recognising correlations and establishing connections

AKIOMA allows you to create relationships between your contacts and your customers and assign them detailed roles at your discretion.

Every single contact can be integrated into organisational structures at your discretion, which can include as many levels as you wish. A simple drag & drop is sufficient.

The individual levels are clearly marked in the system so that you can see right away whether you are dealing with individual persons, departments or an entire location, and so on.



AKIOMA's particular strength in handling hierarchies and links is demonstrated in the planning of initiatives. You allocate an event to an individual contact, and the system automatically transfers it to all higher levels of the organisational structure with which the contact is linked. Restrictions can be applied at your discretion.

On the other hand, initiatives that were initially designated to a higher level are always guaranteed to be automatically "inherited" by the subordinate levels. In this way, you always reach all receivers with a minimum of effort.

Effortless changes: once entered – automatically updated everywhere

Most of the effort involved in customer management arises when the same changes need to be made for a large number of contacts. This particularly affects new addresses and restructuring of locations, departments and specialist areas.

With these tasks AKIOMA also ensures maximum efficiency with the least effort: if you carry out changes in the system yourself – but also if you take on modified data from your ERP software system.

Conversely, you can also pass on changes made in AKIOMA to your ERP system or to MS Outlook.

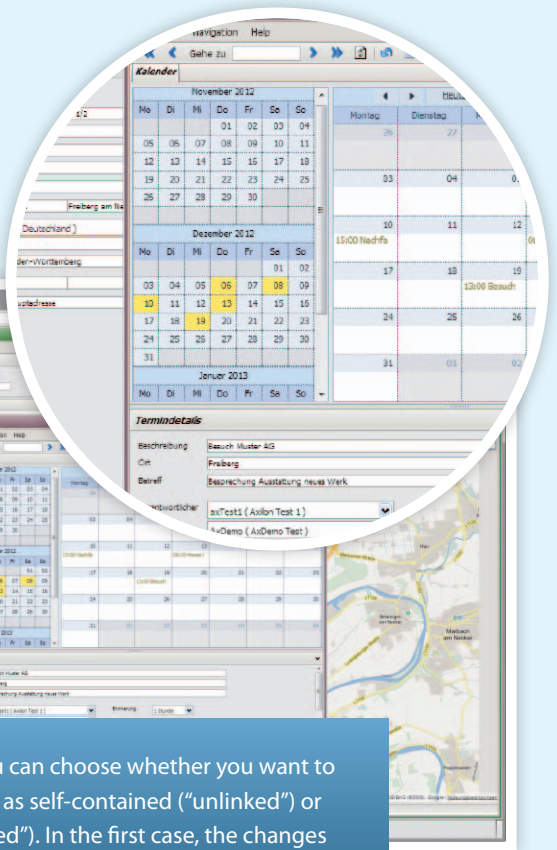


With AKIOMA, you can choose whether you want to treat contact data as self-contained ("unlinked") or interrelated ("linked"). In the first case, the changes you make are limited to the contact itself. In the other case, the data will be transferred to the entire organisational structure.

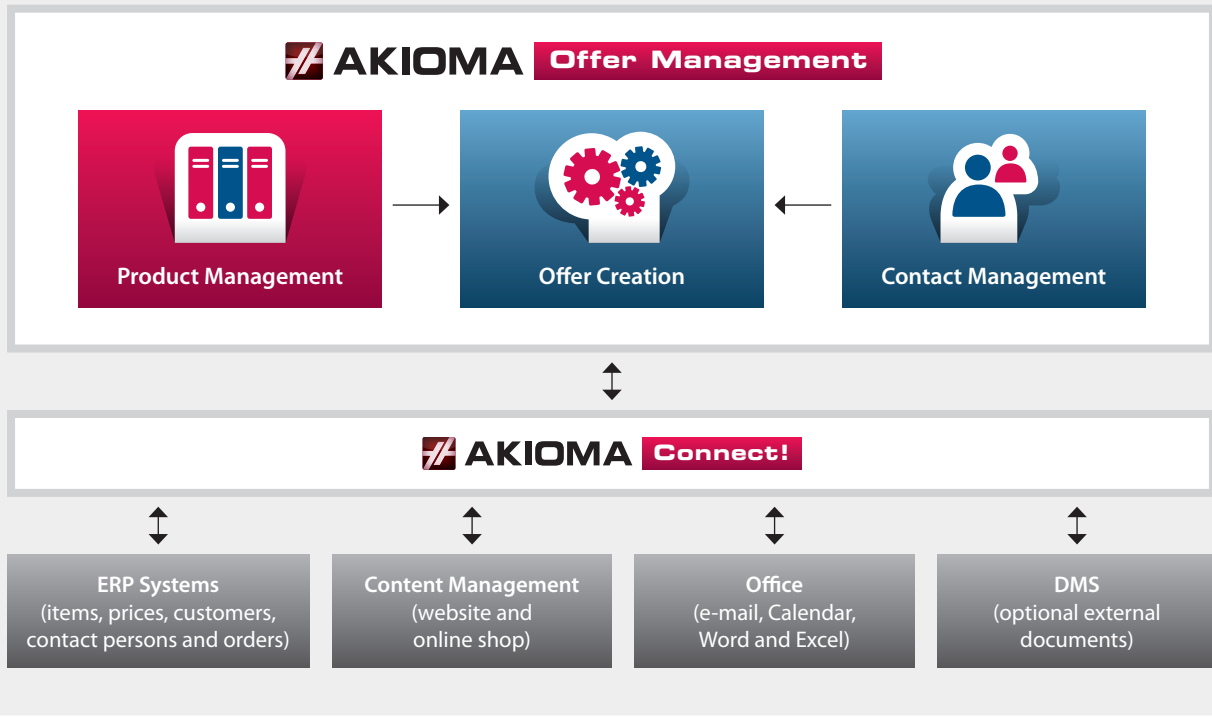
Example: you change the address of Contact X and have then updated it in all other linked contacts.

Customer communication: always knowing what's happened before with whom

AKIOMA includes extremely detailed customer histories. You have access to an exceptionally high number of search and filter criteria and can, for instance, see at a glance which mailings have gone out to a particular receiver or how many contacts have received a particular mailing. The relevant data is directly linked to the specific contact so that you can follow the procedure at any time, even once it is over.



The AKIOMA Principle



At a glance

- » Detailed representation of organisational structures: individual persons – department – section – location, etc.
- » Consistent separation of contacts according to customers and potential customers (also possible with the same contact)
- » Automatic transferral of changes to superordinate and subordinate levels in the organisational structure
- » Automatic alignment from/to ERP, MS Outlook and others when contact data is changed

AKIOMA – Offer management for the sales of complex products requiring explanation



Are you interested in our products, and do you require additional information?

You can reach us on

+49 7141 30995-10

We look forward to your enquiry!

About AKIOMA

AKIOMA Software develops CRM systems for medium-sized companies. Our CRM software is based on Frameworks SWAT, which was developed by us, and is applied on-premise as well as based in the cloud. Special focus has been placed on the creation and management of complex offers, product management as well as the representation of complex customer relationships.