



# Solutions that support a relentless customer focus

It's harder than ever to move the needle on the customer experience you deliver. Business is more complex and keeps moving faster. At times, it feels like chaos. But when accelerating pressures require on-the-fly change, you don't want customers to get lost in the shuffle. Responsiveness is still everything, so your focus is on delivering consistent, compelling experiences at every touch point. That means cutting across channels, products, services and organizational boundaries to create a single view — the complete picture — of each customer.

With Onyx Customer Management solutions, you'll have the information — and the power — to move that needle and drive revenues and profitability to new heights.

ONYX™

# Organize around the customer, across the organization

*Onyx organizes everything—information, processes and interactions—around the customer, and that’s a great way to organize your business. Here’s how our solution handles customer management challenges.*

## *Onyx portals offer audience-specific workspaces*

Onyx Customer Management consolidates information, processes and interactions through three audience-specific portals: Onyx Employee Portal, Onyx Partner Portal and Onyx Customer Portal.

**Onyx Employee Portal** provides a centralized workspace for sales, marketing, service and support organizations to unite around the customer.

**Onyx Partner Portal** promotes collaboration and drives sales efficiencies with key partners.

**Onyx Customer Portal** integrates your website with the rest of your customer-facing operations.

**Close the information gap.** Customer information has to circulate quickly, or it loses value. Storing data in systems managed by different groups creates gaps that slow you down. Onyx Customer Management effectively consolidates information, processes and interactions into one system. All customer-facing employees—contact center agents, service managers, sales professionals and others—can become more informed, productive and responsive no matter where they are. And by eliminating multiple systems, IT costs are reduced, freeing resources for other pressing initiatives.

**Get enterprise-class functionality without sacrificing flexibility.** To achieve an optimal return on your investment, you need a customer management solution with rich functionality and a flexible architecture. Onyx Customer Management is a unified application built on an extensible, web services architecture. It has the sales, marketing and service capabilities you need for global operations, plus openness and versatility no other customer management solution can match.

## **Unify interactions; act more decisively.**

Onyx Customer Management blends all your communication channels for a unified voice of the customer. It integrates information from Internet, email, phone or in-person interactions, to deliver a comprehensive customer view that’s up-to-date and relevant. Using this view, you’ll deliver more value to the customer and more revenues to your business.

## **Equip your employees for high performance.**

Exceptional customer experiences start with your employees. The Onyx Employee Portal gives marketing, sales, service, contact centers and other user communities personalized workspaces with everything they need to create account strategies, forecast sales opportunities, conduct targeted marketing campaigns and rapidly respond to customer inquiries. It’s easily configured to reflect how each team works, and integrates well with other productivity tools. The portal also combines customer data with relevant information from other applications and intelligently triggers activities and events that support business processes.

## *Onyx Software at-a-glance*

- *Leading provider of customer process solutions with comprehensive, integrated customer, process and performance management solution portfolios*
- *More than 1,300 customers with successful deployments; top rated in customer satisfaction*
- *Flexible, web services architecture with industry-leading benchmarks for scalability*
- *Localized in multiple languages to support global operations*
- *Headquartered in Bellevue, WA, USA, with offices worldwide*

# Centralize interactions for strategic advantage

## Manage multiple channels with ease

Customers want to choose how and when they interact with your business. You keep different channels of communications open for them around the clock — now you need to make sure the interactions are consistent and integrated. Onyx Customer Management solutions create synergy across all of your touch points — Internet, phone, fax, email or in-person. In each interaction, intelligent scripts guide representatives to not only solve the problem at hand, but to uncover additional customer needs, resulting in more cross-selling/up-selling opportunities.

You can also improve response times by automatically routing, escalating and resolving service or support requests. Customer priorities can be a factor, too, with interactions tailored to fit each customer's profile. For example, highly profitable customers can receive personalized service from a live representative while others are served through less expensive channels such as the Internet, email, or chat.

Your web site is another critical entry point. Use the Onyx Customer Portal to transform it into a dynamic interface for customers to research, inquire, or self-assist online, 24 hours a day, seven days a week. You'll improve product and service access cost-effectively while increasing customer satisfaction. What's more, the portal makes full use of these valuable interactions by capturing preferences for future marketing and sales opportunities.

## Extend your community

Successful businesses maintain successful business networks. Extend your reach and presence with partners and suppliers through the Onyx Partner Portal. It lets you seamlessly and transparently connect and collaborate while still retaining control of the customer experience. The portal delivers permissions-based access to customer, product and other information. It distributes leads more quickly for a faster response to customers. By allowing you to manage your pipeline effectively, it heightens your sales profitability.

## Align global operations

With Onyx, employees and partners can share data and manage key customers worldwide. No matter where your company operates, you can align processes, maintain consistency and increase visibility into activities of each region. When business climates or customer demands change within a specific geography, you can adjust the system configuration in that region to support the changes — without adversely affecting processes in other parts of the globe.

## Empower your mobile workforce

Employees on the go should never be out of touch. With Onyx Customer Management, they can transition between locations with ease, and always stay on top of their jobs. They can access and manage customers, sales opportunities, service and support incidents and tasks — wherever they are — with the mobile devices of their choice. Productivity remains high and your business stays closer to your customers.



## Why architecture matters

If your business goals include efficiency, adaptability, and growth, you need a technology foundation that can deliver. With the open, web services Onyx architecture, rapid implementation and easy integration are the norm; the extensibility of the platform makes it easy to add or customize functionality to support unique aspects of your business. Cross-platform interoperability and multi-platform support leverage your existing technology investment. Multi-tenancy capabilities allows for multiple business units to be centralized on a single server, lowering investments in hardware and network infrastructure. Unicode compliance and localization in nearly a dozen languages integrate your multinational operations. And when your business grows, this mature, proven platform can scale with it.

# Experience optimal communication, control and collaboration

Technology matters because you need it to operate and scale your business. The flexibility of that technology matters because it has to fit around your business — not the other way around. And nothing matters more than finding a solution that puts your customers at the center of your operations. A relentless focus on the customer supported by the right technology: Onyx offers you a combination that no other customer management solution can beat.

## Onyx customer management at-a-glance

<b>Marketing</b>	<b>Sales</b>	<b>Service</b>
Campaign management	Opportunity management	Request management
Permission marketing	Pipeline management	Escalation
Target list management	Quotes and proposals	Queue management
Product tracking	Order generation	Knowledge base
Profiling surveys	Win/loss analysis	Online self-service
Literature fulfillment	Sales team management	Product Registration
Marketing Process Automation	Forecasting (Direct / Indirect)	Contact center reporting
Partner Recruiting	Channel management	Call Scripting
Partner profiling	Sales reporting	Service Process Automation
Online catalog	Email management	Service satisfaction surveys
Campaign reporting	Sales Process Automation	
	Third party lead distribution	

## Call Onyx today

Call us toll-free in the United States or Canada at 1-888-ASK-ONYX or 425-451-8060. Outside the U.S., contact an Onyx regional sales office: Asia +65-6332-6880, Australia +61 (2) 9409-4300, Europe +44 (0) 1344-322-000, Japan +81 (3) 5157-0700. For information online, visit [www.onyx.com](http://www.onyx.com)

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