

ULYSSES[®] FMCG

Targeting Consumer Needs

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Benefits from customer feedback

In today's consumer orientated and highly competitive market, organisations are seeking reliable feedback from their consumers about their products and services. Based on quality feedback they are able to improve their products and services, better identify real consumer needs, improve marketing activities, increase value delivered from consumer services or build consumer loyalty and brand awareness.

Using Ulysses FMCG Software in the FMCG market is fundamental for the success of your organisation. By storing information from various consumer feedback sources like telephone surveys, face to face interviewing or direct observations you are easily able to analyse them. Based on variety of analytics your organisation will understand market demands and deliver desired product to the highest value consumer segment.



Mode: Call-01
Goal: Voice data
Topic Summary: Get information and provide tips.
 Hi, I am... and I am calling from XXX company, could I speak with Ms/Ms/Mr/M...
 Yes
 Good Morning/Afternoon/Evening. Thank you for answering our call. I am calling to get some precious information from you.
 Okay
 Have you consuming our product? May I know what product that you currently consuming currently?
 Option 1: Yes, Product XYZ
 Option 2: No
 If no, what are the product that you currently consuming from other brand and which brand?
 Product AAA from BBB

Ulysses Outbound Screen
 test (30-Feb)

Full Name	Test User	Tel (H)	60388765432	Notes
Preferred Name	Test	Tel (D)	60334567890	13/02/2008
IC No.	780214-14-5555	Ext	18	17:54:33
Preferred Language	English	Tel (M)	60122345644	
Best Time To Contact	<input type="checkbox"/> 9am - 12pm <input checked="" type="checkbox"/> 12pm - 2pm <input type="checkbox"/> 2pm - 5pm <input checked="" type="checkbox"/> Weekends	Address 1	NO. 20A, BLK D	
Occupation	Professional	Address 2	ENCANA VILLA	
Date Of Birth	14/02/1978	Address 3	CHEPAS	
Expected Delivery Date	31/03/2008	Address 4		
Delivery Date		City	KUALA LUMPUR	
Email	testuser@test.com	Postcode	54231	
		State	WILAYAH PERSEKUTUAN	
		Country	MALAYSIA	

Status: Closed Strike Success

Wish Pack(s)	Response Types	Response Date	Choice	Remarks
N D01	1. What product are you consuming currently?	13/02/2008		
N D02	2. Where you get to know this product?	13/02/2008		
	3. Will you introduce to your family or friend?	13/02/2008		

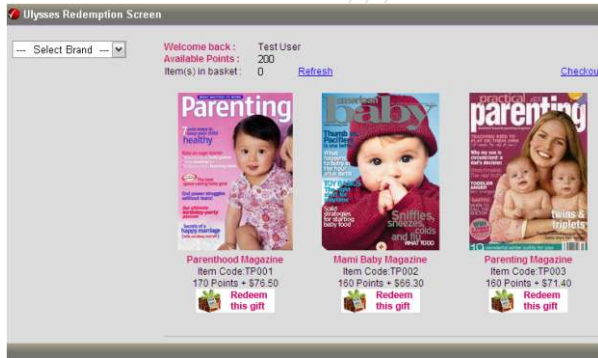
OK

Outbound call screen – this is a customized module that we developed to integrate with a call center software, it will get pop up when the call agent call the member, the screen has 3 section:

1. Call scripts on the left
2. Member detail
3. Survey questions (Both questions and choices for answers are dynamically defined in Ulysses, and each response recorded will be tagged to a date, so we can track the trend of the consumer behaviour)

Ulysses FMCG is essential for FMCG marketing when launching a new product to optimise campaigns and take the necessary steps, in order to move products off the shelves. The complaint management facilities provide real customer feedback to both track product quality and processes plus respond to actual complaints. Many practitioners have claimed that complaint management provides the best free customer survey. Ulysses FMCG is a comprehensive solution that builds on the solid foundation of the award winning Ulysses Suite.

Ulysses is used by hundreds of leading organisations worldwide. Ulysses FMCG is a single system to manage consumer interactions. It can be customized without programming and easily integrated with other applications. Ulysses FMCG Software provides an intuitive, familiar user interface, similar to Microsoft's Outlook, which significantly reduces training times.



Redemption Web

* An online redemption system complete with points checking, shopping cart, complaint logging, request logging etc.

Overview of Ulysses FMCG capabilities

Customer Database Management

- Centralised & consolidated offline & online database
- Market Segmentation
- Recruitment Source Tracking
- Overall view of consumer
- De-duplication

Campaign Management

- Routine campaign management (DM Packs, birthday gift, Inbound & Outbound, etc)
- Ad-hoc campaign management
- Target by Market segmentation, Customer Segmentation (Static & Dynamic)
- Personalised email campaign
- Personalised mailer
- Personalised SMS
- Campaign specific questions

Expandability

- CRM Consumer Online (Integrated)
- Member registration
- Sample request
- Complaint logging
- Gift redemption
- Call center (Integrated)
- Call recording
- IVR
- Skill base routing
- Telemarketer KPI

Request Management

- Request logging (sample request, redemption, rewards)
- Service level tracking
- Automated workflow

Gift/Sample Inventory Management

- Stock level
- Product categorization
- Most request item
- Most popular redemption item
- Stock Movement

Analysis & Reporting

- Predefined Reports
- Ad-Hoc Reports
- Real time Dashboard Reporting

Sample Analysis Reports

- Marketing Metrics
 - Database Recruitment Rate
 - Conversion Rate
 - Conversion by Reason
 - Conversion by Brand
 - Conversion by Stages
 - Retention Rate
 - Drop out Rate
- Service Metrics
 - Call logged per month
 - Call logged by category
 - Complaint Issue by product by category
- ROI Metrics
 - Conversion cost

Customer Care / Complaint

- Complaint tracking
- Allocation of task
- Applying task deadline
- Correspondence & Documentation
- Cost recording
- Response & resolve time

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