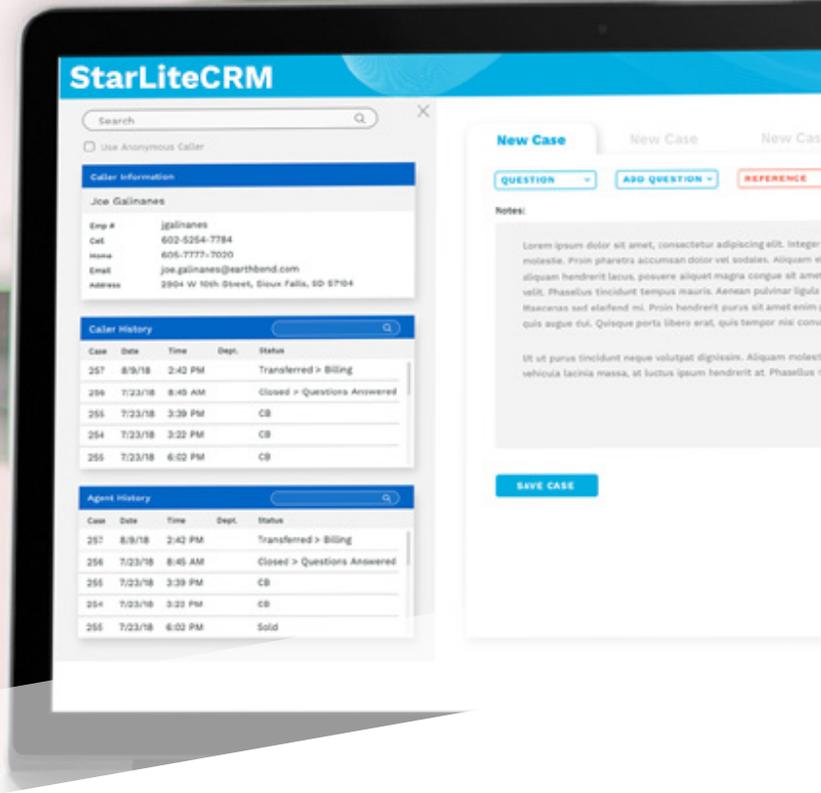




YOUR EDGE IN TECHNOLOGY



# EarthBend StarLiteCRM

Increase customer satisfaction and agent efficiency with a unified desktop view.

## OUR SERVICE OFFERINGS

- Cloud Contact Center
- Managed Telephony Services
- Hybrid Community Cloud
- Private Cloud
- Virtual Desktop Infrastructure

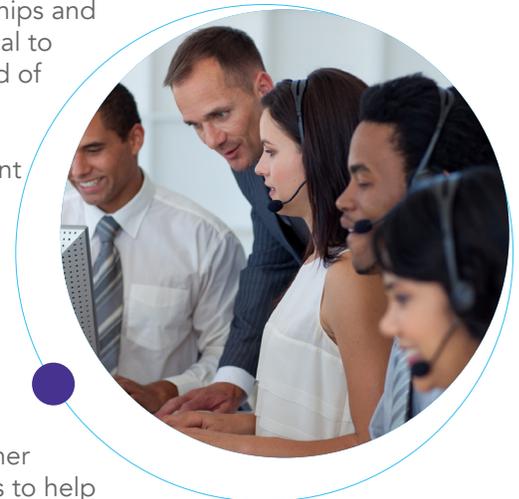


**EARTHBEND, LLC**  
 2904 West 10th Street  
 Sioux Falls, SD 57104  
[www.earthbend.com](http://www.earthbend.com)  
 605.777.7005  
[eb360@earthbend.com](mailto:eb360@earthbend.com)

## OVERVIEW

Developing new customer relationships and nurturing existing customers is critical to business success and is the lifeblood of any company.

A customer relationship management (CRM) solution can empower organizations with the necessary tools, structure and unified data approach to help develop new customer relationships, provide excellent customer service and expand market opportunities. Additionally, a CRM system can provide valuable insight into customer activity and illuminate market trends to help guide critical business decisions.



However, for contact center agents, the focus is on delivering optimal customer service, and dealing with cumbersome and inefficient CRM interfaces can make that challenging. EarthBend's StarLiteCRM application provides the vital functionality needed to address business workflow requirements, while avoiding a proliferation of unnecessary bells and whistles that can actually create complexity and detract from the customer experience.

## FEATURES

StarLiteCRM features a simple, easy-to-use and intuitive interface that can be up and running quickly, ensuring agents can immediately begin leveraging the application to streamline their interaction management activities. Key features of the solution include:

- **Centralized Caller Dashboard:** An intuitive caller dashboard brings together all customer information into one consolidated screen.
- **Interaction History:** Each customer interaction is logged for a complete, comprehensive and accurate history.
- **Call Tagging:** All calls can be tagged with relevant interaction details, including keywords, issues, time and more.
- **Reporting:** Insightful reporting allows agents and supervisors to see repeating customer issues and patterns of success across a number of customizable business metrics. Powerful data analytics tools tap into your centralized customer database to provide deep customer insight and decision-making logic.
- **Integrated Data:** StarLiteCRM has the ability to pull data feeds from multiple systems, leveraging data in previously siloed legacy systems or databases.
- **Unified Desktop:** StarLiteCRM can be used as a centralized desktop for agents to manage all call activity without switching between applications.

## BENEFITS

StarLiteCRM is a simple, intuitive solution that integrates with existing data sources to provide a single-pane view into customer information as well as powerful reporting capabilities. Organizations using StarLiteCRM can realize the following benefits:

- **Reduce Call Time:** Agents can easily locate the answers they need immediately, reducing call time, increasing agent efficiency and eliminating customer frustration.
- **Boost Agent Morale:** Finding needed information quickly makes for happier agents and better overall customer service.
- **Increase Calls Per Hour:** Decreased call time means more calls can be handled, enabling agents to be more productive throughout the day.
- **Enhance Efficiency:** StarLiteCRM eliminates the need for agents to tab and bounce between applications, because everything is presented in a single dashboard.
- **Increase Customer Retention:** Positive customer experiences lead to more loyal customers.
- **First Call Resolution:** Customer issues can be resolved on the first call — reducing further follow-up and eliminating the need to hand off calls to another agent.
- **Improve Accountability:** Ensure valued customers don't "fall through the cracks" and that every issue is followed through to completion.
- **Service Consistency:** Customers receive consistent answers across all agents, no matter how many times they call in.
- **Personalize Customer Experiences:** A consolidated customer history and detailed notes provide agents with the ability to personalize their conversations with each customer.
- **Visualize Customer Trends:** Agents and supervisors gain visibility into customer trends and can proactively get ahead of potential issues.
- **Eliminate Redundant Data:** StarLiteCRM pulls data from multiple systems into a single, consolidated dashboard view, eliminating the need for duplicate content across disparate, siloed systems.



StarLiteCRM helps organizations improve overall contact center efficiency — streamlining agent activity and delivering an improved customer service experience.



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