



CRM Software Review



About this Review

Thank you for requesting this executive summary of ISM's comprehensive CRM Software Review for SalesTalk CRM. Since 1989, ISM staff has tested dozens of software packages annually from CRM vendors around the world. Each review is currently based on 179 criteria, drawn from input we've received from senior executives and sales, marketing and customer service personnel. ISM receives no money from any vendor it reviews, to ensure 100% objectivity. Vendors must fully demonstrate their functionality for each criterion.

About ISM

Since 1985, ISM has created & implemented strategies to delight the customers of best-in-class organizations worldwide. ISM provides solutions that maximize user-adoption, ensure seamless collaboration between customer-facing functions and enhance customer engagement. We combine strategic vision with powerful technologies and tools to deliver actionable strategies that lead to an optimized customer experience, improved customer service, better-calibrated marketing programs and ultimately, to increased customer acquisition, retention & growth. Let us review your current customer-facing technology programs and activities, and ready your organization for 2030 and beyond.

Contact us for the full, detailed 20-page CRM Software Review for SalesTalk CRM or any of 30 other major CRM applications.

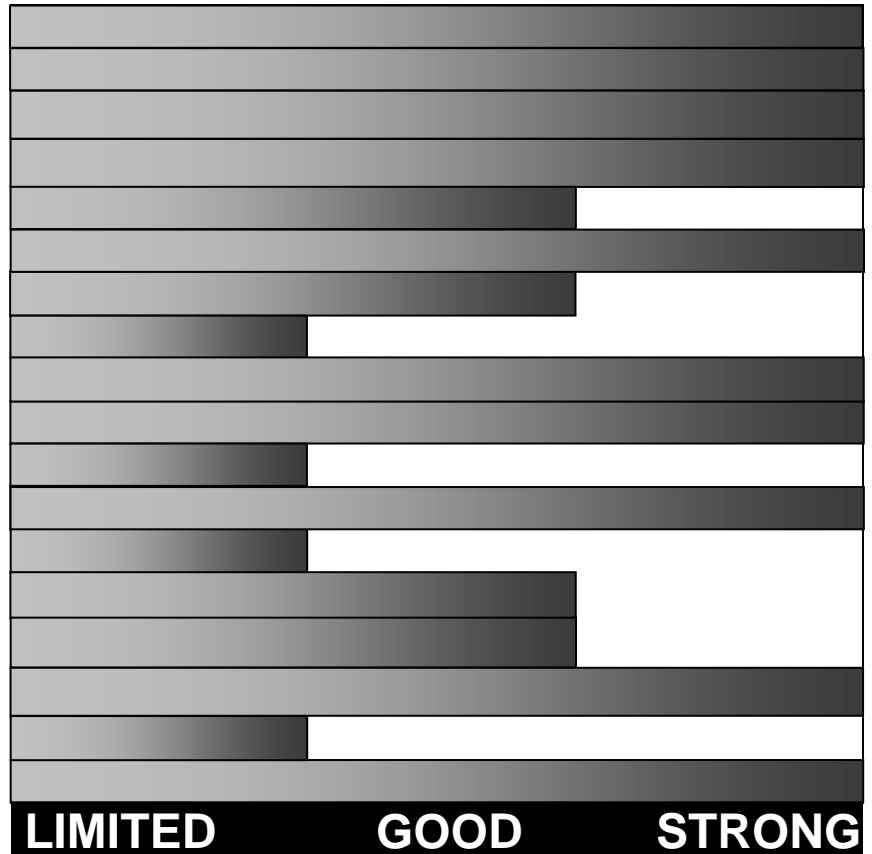
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SalesTalk CRM at a Glance:

Business Functions

Contact Management	✓
Account Management	✓
Sales Management	✓
Time Management	✓
Customer Contact Center	✓
Customer Service	✓
Telemarketing/Telesales	✓
Marketing	✓
Lead Management	✓
Business Analytics	✓
e-Business	✓
Project Management	✓
ERM	✓
Field Service	✓
Mobile CRM	✓
Social CRM Functionality	✓
Real Time Features	✓
User Friendliness/Support	✓

Evaluation of Business Functions



Strengths:

- Contact management
- Account management
- Customer service
- Sales management
- Time management
- Business analytics
- Project management
- Customer self-service
- Incident assignment
- Return authorization management
- Campaign management

Weaknesses:

- Limited e-Business functionality
- Limited ERM
- Limited marketing
- Limited real time features

Executive Summary

SalesTalk is a Web-based CRM solution with a core module: SalesTalk Customer. The SalesTalk Customer module provides for functionality in contact management, hierarchy, calendar, alerts and FAQ library. SalesTalk Customer can be integrated with three additional modules: SalesTalk Campaigns, SalesTalk Leads and SalesTalk Support. These three modules provide for additional functionality. SalesTalk Campaigns provides for marketing automation functionality. SalesTalk Leads provides sales and opportunity management. SalesTalk Support provides customer support capabilities.

The solution has strong functionality in contact management, account management, customer service, sales management, time management, project management and business analytics. Good functionality is offered in the areas of field service, telemarketing, customer contact center and lead management.

Contact management, Account management, Sales management, Time management

Contact management functionality includes a contact profile for contact-related information and an organizational chart in a tree-view setting. Account management provides for account profiles, the ability to set up business relationships and a quotation template in the built-in reporting package. Sales management features provide for the ability to monitor the progress of an opportunity via sales cycle stages, which are linked to the Stage Tracking and Confidence Gauges. Sales metrics concerning opportunities and sales revenue can be accessed in pre-defined reports within the built-in reporting package. Time management is available via the native calendar or via bi-directional integration with MS-Outlook.

Customer service

Customer self-service is available via User ID and password access over the Internet. The user can access specific information concerning relevant accounts, opportunities and sales methodologies. Workforce management is available via the setting up of business rules for the automatic assignment of the appropriate staff member for a customer service issue based on the required skill set or product involved. Customer service features include incident profiles set up as case profiles. Cases can be escalated to back-up agents or supervisors if not resolved within a certain timeframe. Return authorization management functionality is available via RMA profiles and a RMA Status Report template within the built-in reporting package. Field service functionality is available via the synchronization of WAP-enabled devices, iPhone and iPad devices. Telemarketing features include the ability to create surveys for call scripting.

Marketing, Lead management, Business analytics, Project management

Marketing functionality includes built-in campaign profiles and budgeting options for campaign management and special events management. The user can access built-in tools to create and send an eNewsletter as part of a marketing campaign. The user can select a template from 16 available eNewsletter templates to create an eNewsletter. The user can furthermore test the emailing of an eNewsletter and receive a list of email addresses in which the eNewsletter was sent back as spam. Tabs for the targeting of eNewsletters, suppression of the recipient email addresses, who wish not to receive the eNewsletter and the scheduling of dates to send the eNewsletters are available. Lead management features provide for the ability to import lead information from third party databases via the import tool, Pervasive Actian DataExchange. Business analytics functionality includes around 100 pre-defined reports in the built-in reporting package and the ability to set up pop-up window alerts based on thresholds being reached (e.g., sales revenue goals being accomplished by a sales rep). Project management includes project profiles, the tracking of business relationships and project resource allocation via the optional Firstwave Project module.

Limitations

SalesTalk is limited in marketing, ERM, e-Business and real time features.

Contact

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Company Profile

YEARS IN BUSINESS	26	PRICE – MULTI-USER	See Pricing Section
NUMBER OF EMPLOYEES	20	SERVER	See Pricing
LICENSED SEAT/USERS SOLD – LAST 12 MONTHS	Vendor Disclosed		
TOTAL NUMBER OF CUSTOMERS	250 companies		
LANGUAGES AVAILABLE	English (US)		
LIST OF RESELLERS	Vendor Disclosed		

Pricing

Pricing is based on the modules used and the number of concurrent users. The total price of the SalesTalk application can range from \$1,500 - \$10,000. On the average, the average price per user is \$2,000.

Server pricing is based on the implementation for customer support. The typical server price is \$4,000.