



CRM Software Review



About this Review

Thank you for requesting this executive summary of ISM's comprehensive CRM Software Review for SalesPage Enterprise 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 SalesPage Enterprise CRM or any of 30 other major CRM applications.

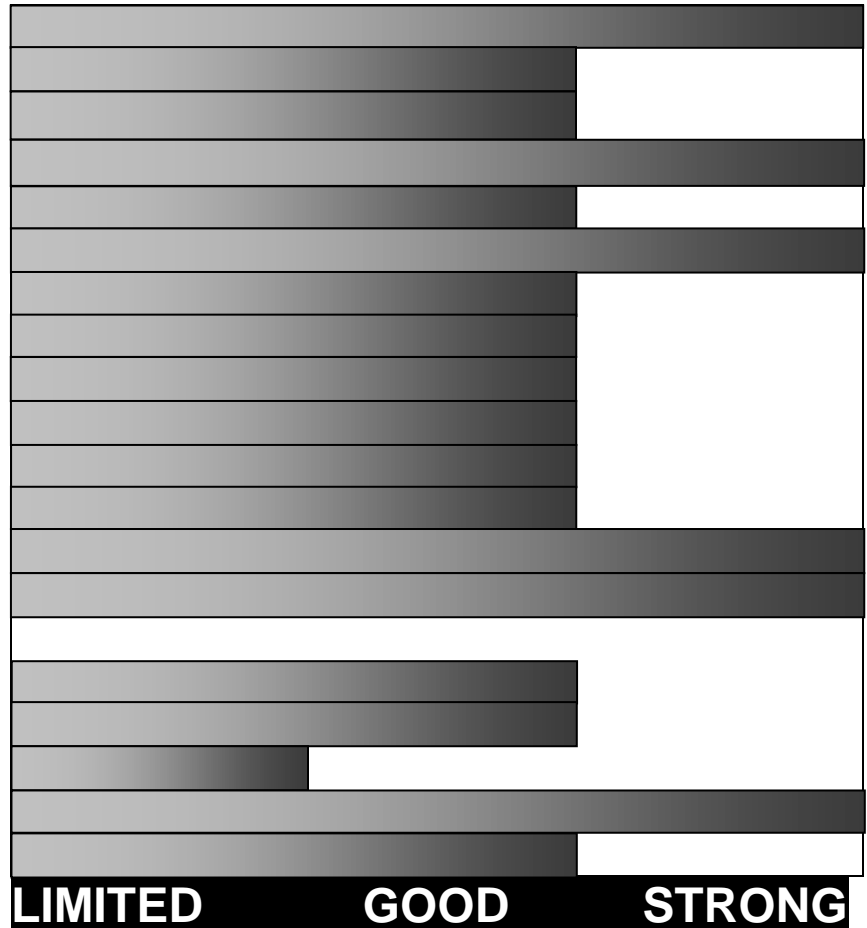
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SalesPage Enterprise CRM at a Glance:

Business Functions

Contact Management	✓
Account Management	✓
Sales Management	✓
Time Management	✓
Customer Contact Center	✓
Customer Service	✓
Telemarketing/Telesales	✓
Marketing	✓
Lead Management	✓
PRM	✓
Knowledge 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
- Time management
- e-Business
- Project management
- Real Time Features
- Business relationships
- Expense reporting
- Sales cycle analysis
- Territory alignment
- Interactive support
- Order management

Weaknesses:

- Lack of ERM
- Lack of automated Email response
- Lack of return authorization management
- Third party product/price configurator
- Third party predictive modeling tools
- Third party inference engine
- Third party reporting tool

Executive Summary

SalePage Enterprise offers contact and account management functionality out-of-box with the ability to custom design working modules for sales management, time management, customer contact center, telemarketing, customer service, field service, marketing, lead management, business analytics, project management and e-Business. Standard functions include ability to send Email, fax, perform document merge, view organizational chart with reporting lines and view contact related reports. Shared field labels and private field labels support the user's ability to create queries on the fly. Certain information can be set up as private with restrictive access rights for certain users. The Private field/value option permits these users to query and search information that is set up as private or restricted. SalePage Enterprise offers a robust CRM toolkit to support enterprise wide customer relationship management.

Real time features include a Dashboard feature which can display real time data. The SalesPage Studio and Administrator modules are native RAD tools and can be used to create and configure business objects. SalePage Enterprise provides for integration with an iPhone device. The user can make changes to data within a mobile device view and replicate these changes into the SalesPage database. Changes within the SalesPage database can additionally be replicated within the SalesPage screen view on the mobile device.

Contact management, Account management

Contact management features an organizational chart supported by HTML links to contact records for drill down functionality. Account management features the ability to track business relationships supported by HTML links in order to access more information on a partner or subsidiary outside of the company. Navigation is supported by the ability to select an icon and open a view or "tunnel" to the desired information via point and click. The Add a History navigation option enables users to access a list of the last 25 actions completed by previous users. Attachments to a contact are held on the server and downloaded to the client's laptop or desktop upon request. Documents can be uploaded from the client to the server. Details of a document can be displayed on a mobile device through the merged fields within an MS-Word document.

Sales management, Opportunity management

Sales management is supported by a sales coaching function. Sales tips can be dynamically created based on the specific details of an opportunity or deal. Multiple opportunities at the same pipeline stage can have varied tips and suggestions based on product, competitors, customer type, deal size, industry, potential revenue, location, and cultural influences. Opportunity management can track a number of values (e.g., billable hours for projects, product value) to determine the profitability of pursuing a deal. A user can create teams on the fly based on deal details and the availability of team members. If a team member were not available, then a substitute would be recommended based on a search of available substitutes. Sales methodologies for opportunity management can be customized for the customer or offered in standard Miller-Heiman or Target Account Selling methodologies as a customized option.

Time management, Marketing management, Customer service

Time management is provided via a built-in calendar with day, week, month and planner views. Bi-synchronization with MS-Outlook can be configured. Customer contact center functionality includes robust interactive support features such as chat functionality (in a chat room) and a "call me now" option. Marketing includes literature fulfillment, which supports the ability to attach fulfillment history and cost to a contact or an account record in order to measure ROI. Customer service provides for strong order management, with the ability to track orders by numerous criteria and link with a shipping company Website to track the location or status of a shipped package.

Telemarketing

Telemarketing offers the ability to support the management of multiple call centers or telemarketing centers from one location via integration with a third party CTI application (e.g., load balancing, assignment of calls can be distributed to multiple locations). Special events can be managed via additional options in the Activities tab. The user can track the attendance, site information, registration, metrics, activities, evaluations, event schedule and ROI of specific events via the Event Detail feature. The user can also customize a seminar/event evaluation form for use in determining the effectiveness of an event from participants.

Lead management

Lead management features lead enhancement via lead capture from Website or through import from outside source. Ability to assign to reps based on pre-defined business rules (e.g. territory, industry, etc.). Ability to integrate with a third party service such as Dun and Bradstreet. Knowledge management includes the ability to set up information feeds on a homepage or other points in the application, along with an audit trail for document management. An Electronic bulletin board feature of the KnowledgeBase provides the ability to set up a scrolling link on important company news within a contact or account profile.

e-Business functionality

e-Business functionality provides the user with the ability to define and set up elements in a system homepage. Storefront features can be customized. The package also offers back-end calculation of currency exchange rates. Project management includes the ability to set up project tasks/deliverables and track each project task's costs, duration and progress. Project resource allocation can be set up within the Resource Allocation report. Time and expenses for a project can be tracked within the Time and Expense log.

Limitations

SalePage Enterprise offers flexibility in enhancing core contact and account management functionality but does not provide extensive functionality out-of-the-box for other modules. The package lacks ERM functionality.

Contact

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Company Profile

YEARS IN BUSINESS	28	PRICE – MULTI-USER	See Appendix for this review
NUMBER OF EMPLOYEES	30	SERVER	N/A
LICENSED SEAT/USERS SOLD – LAST 12 MONTHS	1,200 users		
TOTAL NUMBER OF CUSTOMERS	347 companies		
LANGUAGES AVAILABLE	English (US, UK), German, Dutch, French, Spanish, Mandarin Chinese, Japanese and Italian		
LIST OF RESELLERS	Contact vendor for a list		

Pricing

Multi-User (per concurrent seat):

25+:	\$1,300
50+:	\$1,200
100+:	\$1,100