

Acquisition Manager

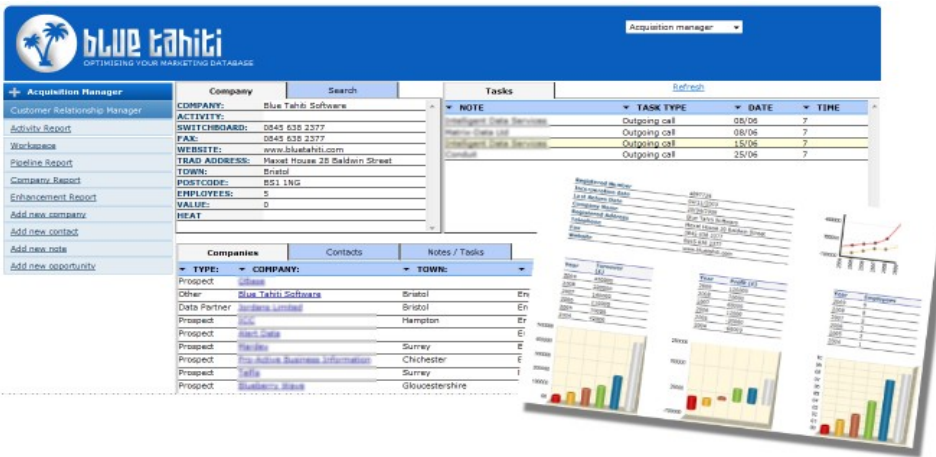
Manage your campaigns more effectively!

Blue Tahiti's Acquisition Manager (AM) lets you conduct all of your customer acquisition activity, including importing prospects, managing contact details, diary and task handling, analysing performance, and tracking results, all from a single online application.

AM is delivered online using the SaaS (software as a service) model which means there's nothing to install or maintain, allowing your organisation to focus purely on delivering value to its customers.

Prospects are imported from other Blue Tahiti products, such as Prospect Creator (Blue Tahiti's online list selection portal), from flat file, or entered directly. Imported prospect fields are mapped using a simple interface, and the records are automatically de-duplicated to avoid importing contacts already in the system.

The user group architecture allows an administrator to assign prospect records to specific users, so that each user only sees the records that they have to deal with.



When working on a prospect, the user can select the record that they require, which loads a summary view of the prospect, showing basic details such as company name, address, phone and current opportunity information, including description, forecast value, pipeline status etc.

From the summary view, the user can open the contacts view showing all contacts for the company together with contact information such as email, direct line, and job function.

All activity is displayed in the history view, which displays any interactions with the company, such as adding company notes, completed call-backs, emails sent or calls made. Next actions, such as follow up calls or meetings may be scheduled and diarised on this screen.

Auto update is a feature unique to AM. It integrates with the latest UK Business universe database to allow users, at the click of a button, to update record information such as company address, phone, fax number, contact names etc. Auto update can also provide the user with real time information such as – credit limit/rating for the company they are currently viewing.

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Product Features

- Simple and fast to use.
- Create custom dashboard views.
- Real time updates and enhancement of records.
- Schedule call backs, meetings and events.
- View full company profile reports.
- Import prospects directly from Prospect Creator.
- Export companies directly to More like this.
- Generate full profile reports.
- Pipeline reports and forecasts.

To find out more or request a free demo please call **08456 383 277** or email: **info@bluethaiti.com**