

nixel relationship

Technology for the human touch

Nixel Relationship is designed for multiple location, multiple team member relationship coordination with customers, channel partners and associates where continuous coordination, scheduling alerts and constantly available information and updates are critical for the management of the relationship.

Nixel Relationship is web enabled and provides enterprises with a single unified environment that every member of the relationship team can share. Team members will include marketing, sales, service, production, project and operations personnel who maintain contact with customers and enable satisfaction and fulfilment.

Nixel Relationship can be setup and implemented for organizations in its basic form in less than 15 days, enabling the delivery of critical ROI and speed in today's competitive business environment.

Nixel Relationship draws on the decade old experience of Nixel that has closely worked with customers across over a hundred industries.

Nixel Relationship is available as an Enterprise Application or as a Hosted Service on Sun Cobalt Servers running Linux or Solaris. A 100% Java product, Nixel Relationship is J2EE standards compliant and works with Pramati & equivalent J2EE application servers. Nixel Relationship is available with connectivity to Oracle, Microsoft SQL Server and MySQL.

- Structured database of customers, prospects, partners and associates.
- Assignment and management of accounts to the relationship management team.
- Classification, sorting and filter of database on a variety of hierarchical class trees and criteria.
- Establishment of navigation through relationships for better networking and management.
- Building and organizing of content for better knowledge and understanding of relationship needs.
- Planning, scheduling and documenting of interactions.
- Automated workflow and messaging between members of the relationship team across locations.
- Planning, scheduling and monitoring of action tasks for better fulfilment of relationship needs.
- Compiling and update of central marketing collateral and document repository for customer communications and knowledge dissemination.
- Profiling and selection of target audience for direct marketing and promotional campaigns.
- Generation of mailing lists and automated email batch dispatches.
- Letter design and composition through a flexible and quick design interface.
- Management reports and online queries for better day-to-day control and feedback.
- Large possibilities for datawarehousing and mining as future expansion of the application.
- A critical tool for relationship management, front office, help desk, call centre, telemarketing, service and support operations.
- Interface and integration with other modules including online service management , sales and billing.



Enterprise Systems – eBusiness – Knowledge Management

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