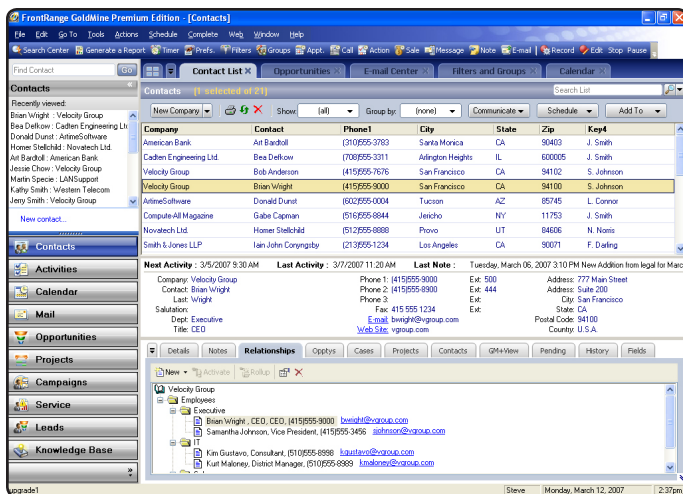


# GoldMine® Premium Edition

## Relationship Management and Daily Activity Management

GoldMine® Premium Edition helps you grow your business by enabling you to not only effectively manage your customer relationships, but any business relationship. Designed to work the way you work with your customers, GoldMine Premium Edition helps companies maintain all customer interactions in order to create a winning solution. Not only can your sales and marketing teams benefit from increased performance, but your customer service agents can as well. Users across all customer facing divisions can leverage GoldMine Premium Edition's Relationship Management features to access the information they need to be more productive, resulting in better real-time business decisions that strengthen customer communications.

Daily Activity Management features provide users the ability to correspond with their client base through email, mail, or voice. Also, users and managers can maintain call activity, events and client appointments in GoldMine so customers feel you understand their business best, and will continue to want to do business with you.



Customer interaction capabilities help maintain customers and contacts

### Relationship Management

Understanding your most important customer relationships, the amount of time spent with clients, and the life-cycle of each customer are some of the most important aspects of your business.

After all, repeat customers can help produce consistent revenue streams for your company.

GoldMine Premium Edition captures customer, contact and prospect data, all in one convenient location. A central customer data master enables your sales, marketing and service teams to view consistent data and similar facts across all facets of your company. GoldMine users can view customer relationships, maintain account and contact history, and manage their daily activities.

GoldMine Premium Edition provides users an entire history of each customer, including notes, actions, and transactions posted over the life-cycle of each customer. Robust customer relationship functionality helps users visually distinguish each contact's relationship and organization hierarchy data.

User configurable capabilities in GoldMine Premium Edition improve user efficiencies, and alongside the GoldMine user interface enhancements, they enable users to understand any aspect of their customer, the way they wish to see it. GoldMine Premium Edition allows your entire organization to effectively communicate with their client base.

### Relationship Management includes:

- Contact Lists with personalized displays
- Customer relationship hierarchy views
- Configurable tab displays
- GoldMine + View for external data publishing
- Consistent contact search mechanism
- Contact Search center with additional search criteria
- Group contacts by city, state, and many other contact attributes

And much more...

A holistic customer view provides users a complete view of all things related to the customer. This customer view helps the sales, service, and marketing division be fully aware of each interaction the customer has had with the company, regardless of which division the interaction was with.

**Customer views include:**

• Relationships	• Marketing Leads
• Sales Opportunities	• Service Cases
• Contact Activities	• Email communications
• Notes history	And much more...

GoldMine Premium Edition improves users customer knowledge by providing your sales, service and marketing agents with the most up-to-date and relevant customer information to help them better manage their customer activities.

**Daily Activity Management**

Your sales people need tools that minimize administrative headaches and help them focus on interacting with customers and maintaining their daily business activities.

GoldMine Premium Edition supports daily Activity Management features enabling users to schedule all types of contact interactions such as calls, meetings, appointments and follow up’s, and view those activities through various calendar views for more focused communication process. Daily, weekly and monthly filters allow each user to view their activities as they see fit. By leveraging GoldMine’s activity reminder, no activity goes untouched, decreasing your chance of overlooking client activities.

**Daily Activity Management includes:**

- Activity Lists for Open vs. Closed activities
- Robust communication mechanisms via email, mail and voice
- Schedule client activities such as calls, appointments, events and to-do’s
- Daily, weekly, and monthly calendar views
- Group Calendar views for managers
- Complete activity analysis, such as call reports and activity history reports

An all new activities list allows users to easily manage open and closed activities for quicker response times and increased user productivity.

Group calendar features in GoldMine Premium Edition allows managers to view their subordinates activities via the group calendar and help managers view each agents call report history.

GoldMine’s software team collaboration methods ensure each user is interacting with their client base in the most productive manner.

By using daily activity management mechanisms in GoldMine Premium Edition, your sales, service and marketing teams will be better prepared to tackle their day-to-day business, helping increase user effectiveness and improve customer satisfaction.

FrontRange Solutions, a provider of CRM and service management applications for over 16 years, with more than 130,000 customers worldwide – is your source for integrated applications that allow you to drive customer loyalty, increase productivity and sales effectiveness, and build exceptional relationships across your entire value chain.

**Integration with additional GoldMine Premium Edition functionality:**

Relationship Management and Daily Activity Management are just two parts of the GoldMine Premium Edition solution. Other functionality includes:

- Marketing Automation
  - Provides marketing capabilities to target campaigns and gather leads to create new relationships
- Sales Force Automation
  - Allows the sales force to efficiently work on closing deals by providing a complete view into customer interactions
- Customer Service and Support
  - Provides support management capabilities for customers with a complete view of all customer interactions
- Analytics, Reporting and Knowledge Base
  - Provides reporting and analysis functions for users and managers to understand business progress and customer interactions

**Call 1.800.443.5457 to speak to a FrontRange representative today, and discover the benefits of GoldMine.**

**[www.goldmine.com](http://www.goldmine.com)**