



ModusLink Live

Understanding Drives Value

The key to any successful business lies in the business trichotomy of operational excellence, product excellence and customer intimacy. Our global Customer Relationship Management (CRM) solution, ModusLink Live, is designed to integrate all facets of our client's business, building process synergies, creating new revenue opportunities and delivering actionable intelligence; while improving customer service and support. With a combination of financial, customer support and account management services, seamlessly integrated with the complete range of multi-channel supply chain activities, ModusLink Live delivers a more streamlined, customer-driven CRM strategy.

Benefits of an integrated ModusLink Live Solution:

- Improved customer acquisition and retention
- Increased return from integrated sales and marketing campaigns
- Less administrative management, improving resource bandwidth
- Improved multi-channel visibility for informed decision making
- Lower total costs of service and operations

ModusLink Live operates as an extension of our client's business, offering a wide range of customer support services or alternative, full-loop customer interaction programs supporting multiple channels and customer segments. With extensive global operating experience and a thorough understanding of local market business practices, cultural expectations and customer needs, our highly-trained, often native speaking service agents are able to create new opportunities that improve sales and build satisfaction and loyalty.

Our strategic approach and tailored CRM services help generate greater revenue streams for our clients, transforming traditional cost centers into profit centers. With the continuous delivery of rapid and informed cross-functional service, the relationship with customers is carefully cultivated, improving business excellence while growing customer intimacy and long-term sustainability.

Customer Service One Stop Shop

CRM/Customer Contact Services

- Multi-lingual, multi-channel sales, marketing and order management service and support

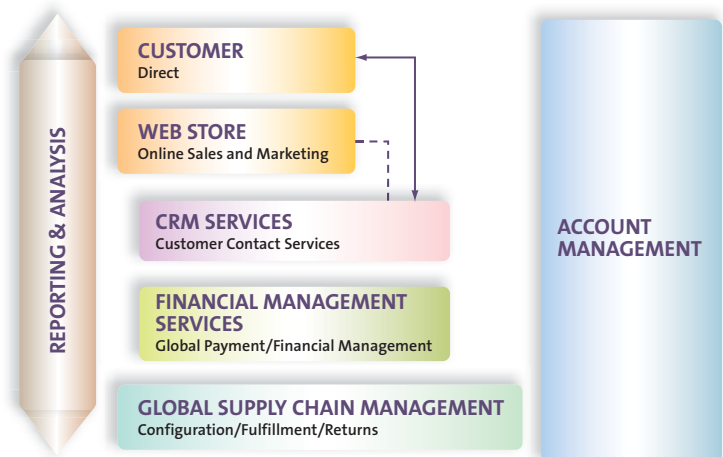
Integrated Business Processes

- Account Management
- Financial Management Services

Integrated Supply Chain Services

- Product configuration and activation
- Global fulfillment and returns

Visibility, Reporting and Analysis



ModusLink Live Solution Snapshot

ModusLink Live provides the complete range of multi-channel, multi-lingual customer support services to strengthen the customer relationship and drive greater value from your e-Business initiatives.

CRM SERVICES

- Multi-lingual contact centers in the Americas, Europe and Asia; supporting 15 languages with more available on request
- Transactional and dedicated customer teams
- Enhanced self-service support with CRM and PBX/IVR linked for real time status updates
- Integrated web store support

INBOUND

- Multi-channel, multi-lingual sales and marketing support available 24x7x365, including pre/post-sales, up/cross sell and loyalty programs
- Full cycle order processing (intake to delivery confirmation to returns handling)
- Multi-currency payment processing support
- Product support, registration and activation
- Licensing and subscription management
- Returns and aftermarker support (including warranty and rebate management)

OUTBOUND

- Call return for sales, orders and payment queries
- Lead generation and lead profiling programs
- Marketing follow up calls
- Survey management/execution
- Multi-lingual credit and collections management
- Subscription renewal

INTEGRATED PROCESSES

ACCOUNT MANAGEMENT

- Multi-channel program implementation and management
- Service alignment to business objectives
- Escalation and dispute resolution
- Integrated web store management support
- Program visibility, analysis and reporting

FINANCIAL MANAGEMENT SERVICES

- Global payment processing using local payment methods and currencies
- Fraud detection and risk management
- TAX/VAT management/compliance
- Terms processing
- Dispute resolution
- Invoice, AR/AP administration
- Reporting and analysis

Trust ModusLink to achieve your multi-channel service and support goals.

- State of the art technology/e-Business platform, using best of breed CRM, messaging, knowledge management, database and financial management tools
- Combined supply chain, vertical market and e-Business experience
- Unmatched global footprint and global market operating expertise
- Knowledgeable, skilled, multi-lingual service agents work as an extension of your business
- A comprehensive Suite of e-Business Solutions integrated across the end-to-end, sales-enabled supply chain

Contact us today to learn how we can help you . . .

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ModusLink's e-Business Suite of Solutions:

- ModusLink Commerce
- ModusLink Store
- ModusLink Engine
- ModusLink Live (CRM)
- ModusLink Returns
- ModusLink Auction