



CRM新境界 更自由 更便捷

亿迅(中国)软件有限公司
常征

eSOON 掠影.....



- eSOON (**E**lectronic **S**ervices **O**n **O**pen **N**etworks)
- 创建于 **1999** 年；年成长率超过 **40%**。
- **8** 大营运中心（上海、北京、广州、香港、台北、荷兰鹿特丹、美国旧金山、日本东京），**8** 个办事处（深圳、成都、杭州、南京、济南、沈阳、福州、昆明）
- 员工人数超过 **280+**
- **Mission:** 中国最专业的呼叫中心解决方案提供商
- 主要产品和服务：**EZactor & Genesys**，系统服务，商业顾问，培训和教育
- 客户：**200+** 国内客户，遍布银行、保险、电信、政府、公共事业、媒体、娱乐、企业
- 市场占有率：**#1** 呼叫中心系统提供商（国内市场占有率大陆地区超过 **60%**，台湾地区超过 **85%** ... according to recent Frost & Sullivan report)
- **Genesys** 在中国的唯一代理



上海



北京



香港

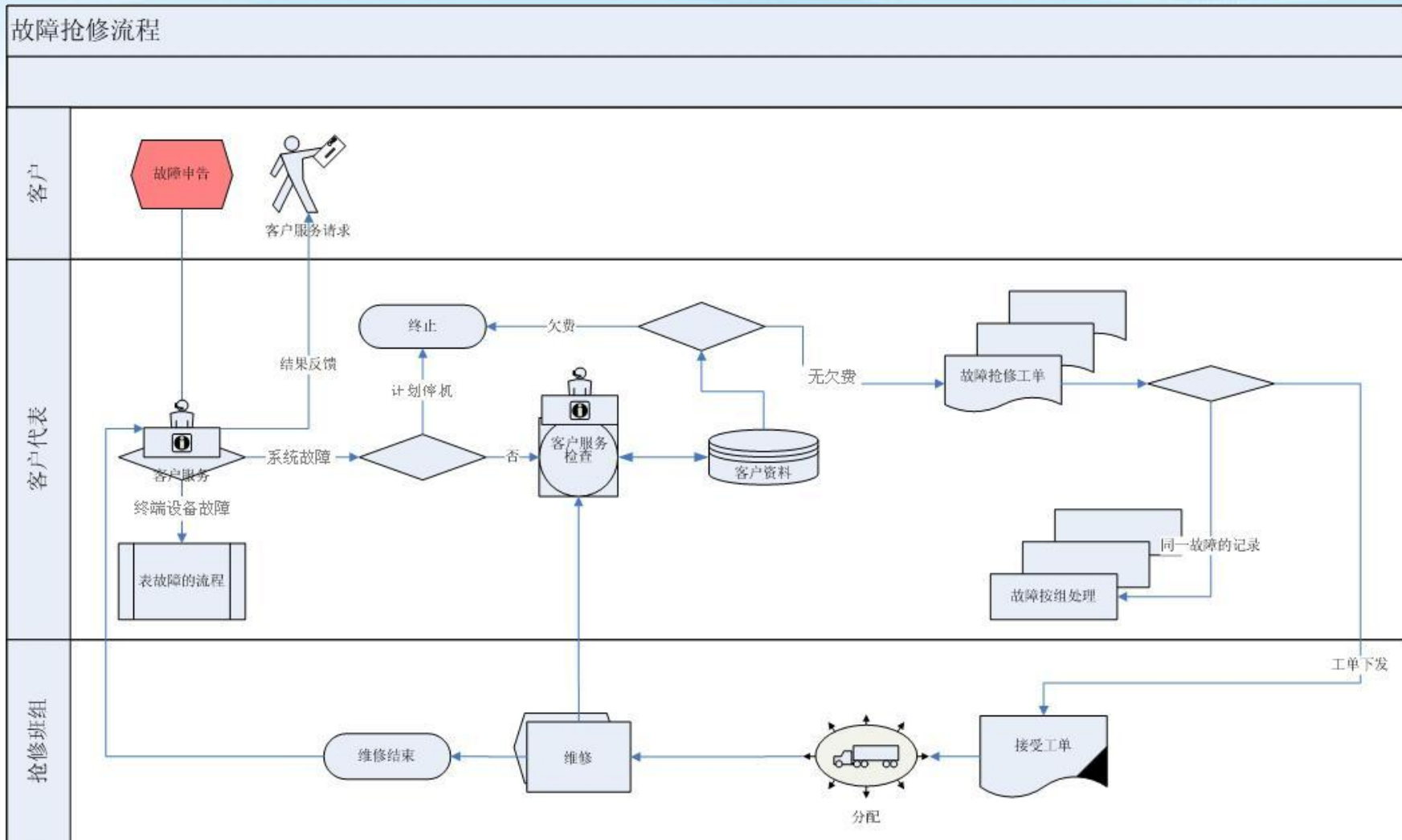


广州



台北

一个典型的业务流程



丰富的信息和交互渠道



远程坐席



报表和
数据分析



E-mail



SMS



数据中心



网上通信



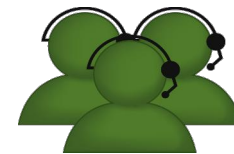
专家坐席



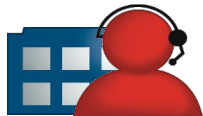
移动办公



自助服务



外包坐席



分支机构



传真



工单



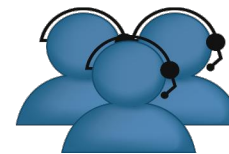
告知信息



后台办公



电话



一线坐席

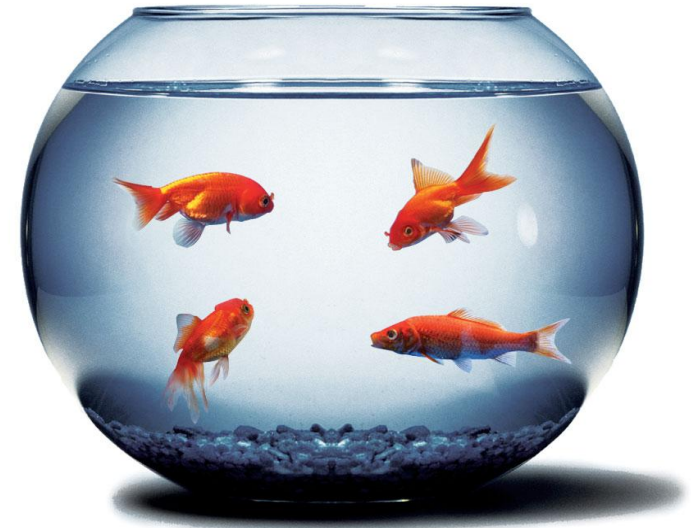
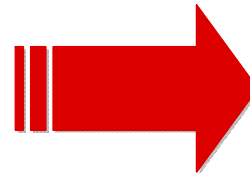
完整丰富的内涵，快速点击上线



- 语音交换机
- CTI Solution
- IVR语音系统
- 录音系统
- 座席应用系统
- 现场管理系统
- 报表系统
- 传真系统
- 短信系统
- Web门户
- 订单系统
- 投诉系统
-



更好的服务 需要 统一的资源



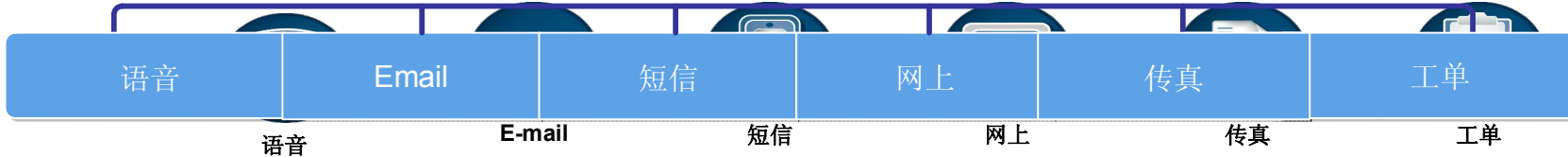
客户服务门户化





客户服务门户化

业务渠道



商业信息

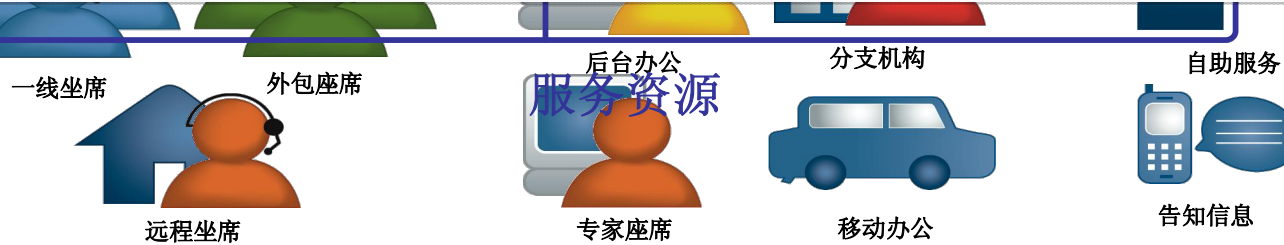


报表和数据分析

数据库

数据中心

EZactor & Genesys 信息交互平台




客服中心坐席

业务专家


自动化服务




为客户提供一致化的服务




语音




SMS



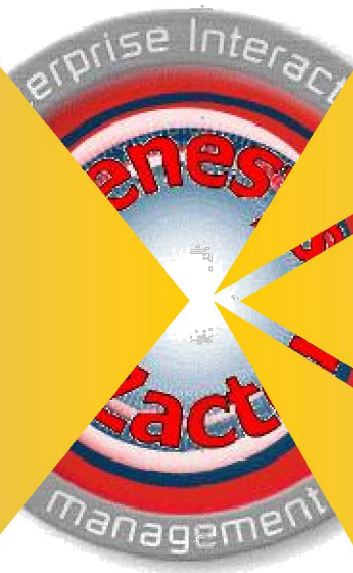
MAIL



EMAIL



WEB CHAT



PROFILE & VALUE?

- 男 42岁
- 15年 金牌客户

PURPOSE & VALUE?

- 基金交易
- 高收益业务

INFO & VALUE-ADD

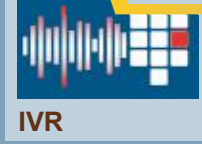
- 以拥有两个产品
- 折扣控制
- **上销机会:**
- 新产品推介



CC AGENT

- Skills: 销售, 产品知识
- Rank: B+ 或更高
- Age: ?
- Gender: ?

SALES SOHO



OUTSOURCER



年度中国最佳客户联络中心系列奖项证书
Certificate of China Best Contact Center of the Year Award Series

兹授予
This is to award

亿迅（中国）软件有限公司
eSoon China Corporation

2006中国CRM最佳解决方案奖
2006 China Best CRM Solution



客户联络中心标准委员会
Customer Contact Center
Standard Committee



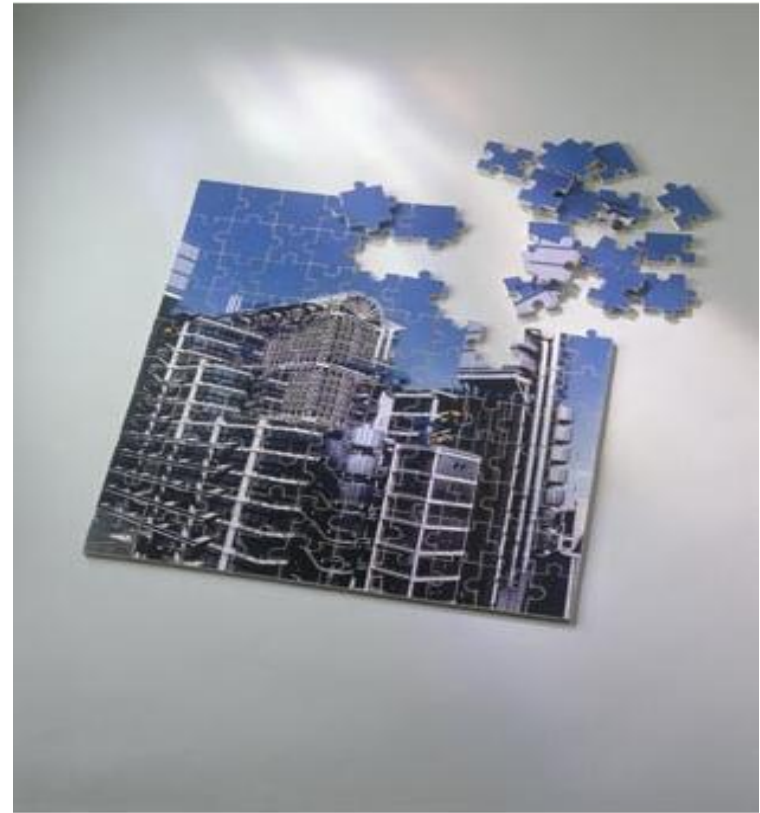
新一代CRM应用潮流



- 传统—积木堆叠法



- 趋势—拼图组合法



Business Dynamics Support (应需而变) :IDEAL



Front

Contact C

P

-F

-C

-C

Start

Customer Satisfac

Product Dept.
产品

Process Definition List

- TVShopOrderPD
- TVShopOrderPD

Process Instance List

- 20060109175338-0
- 20060109164519-6
- 20060109164406-5
- 20060109162950-4
- 20060109162815-3
- 20060109161756-2
- 20060109161739-1
- 20060109161240-0
- 20060329204429-2
- 20060329205651-3

Process Definition Table

Name	Value
Definition Name	TVShopOrderPD
Definition Version	2
Definition ID	a98bd7883648a538:13c1b69:108ae2f98e6-7ff6
Server Location	192.168.4.136:2099
Instance Name	No Name
Instance Description	
Instance Executor	
Activate Count	1

• Enclosure in E

Future
Design

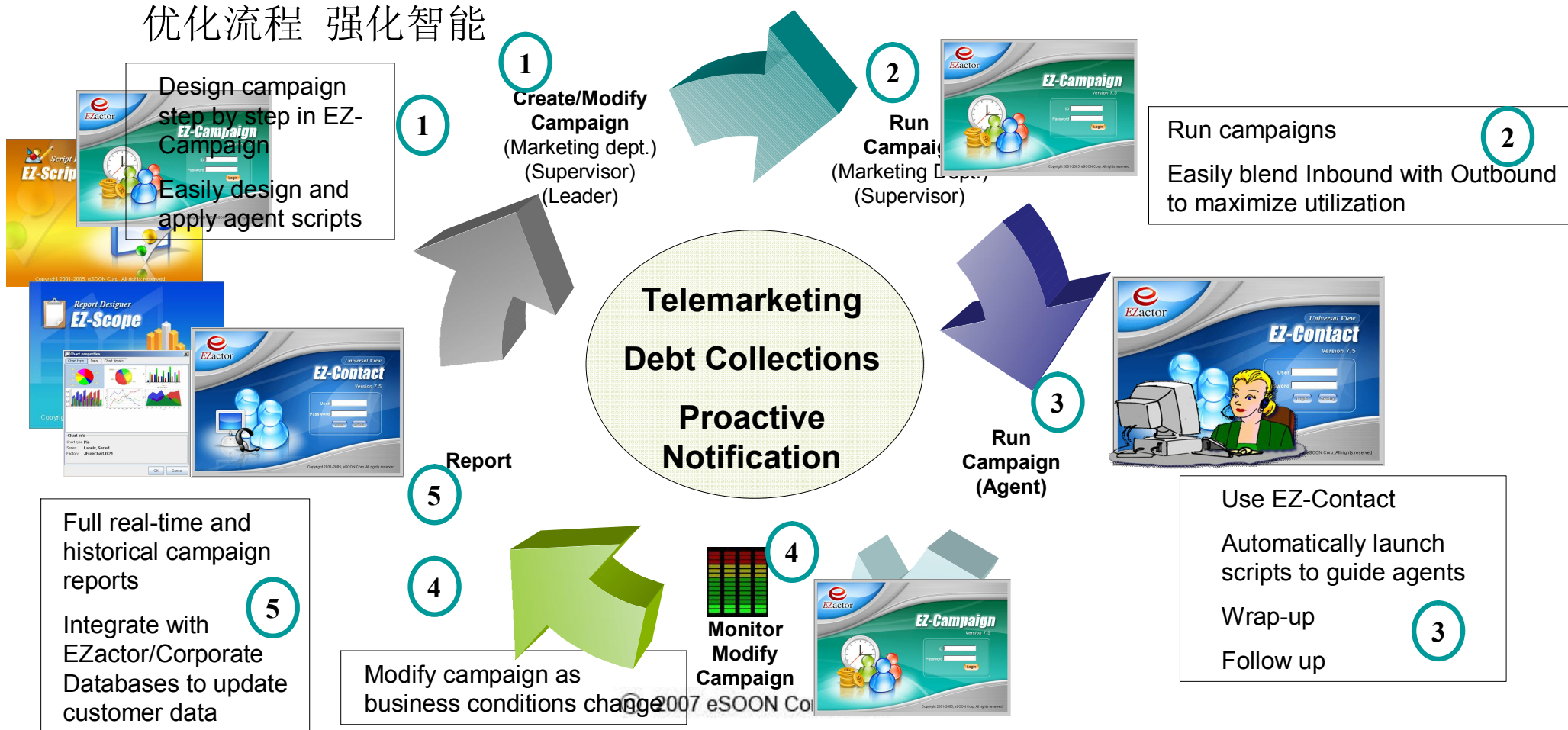
END

New IT Approach(崭新技术):COOL



- Optimal Business Flows Management & Business Intelligence Enablement

优化流程 强化智能



一切皆由流程驱动



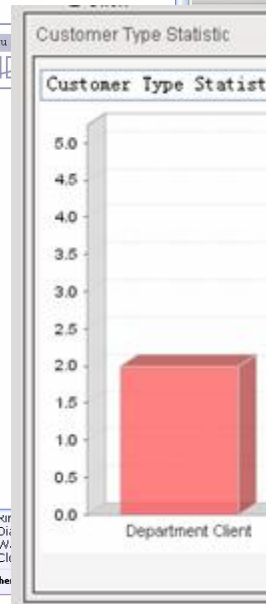
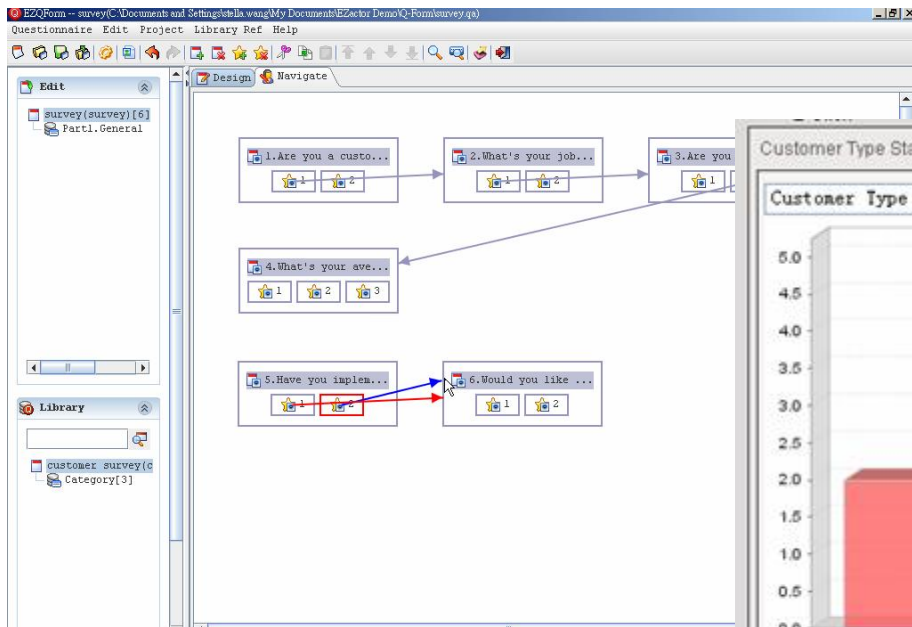
The image displays three overlapping screenshots of the Process Designer software interface, illustrating workflow design for various business processes.

- Left Screenshot:** Shows a workflow for 'TVShopOrderPD'. The process starts with 'getCodeSuccess(Money>1000)', leading to 'NotifyResultToAgent', and then 'getCodeFail'. The 'Activity Properties' and 'Process Properties' panels are visible at the bottom.
- Middle Screenshot:** Shows a workflow for 'audit'. The process starts with 'Start', leading to '需要审核' (Need Audit) and '通过审核' (Audit Passed), both leading to 'audit', which then leads to 'deal'. The 'Activity Properties' and 'Process Properties' panels are visible at the bottom.
- Right Screenshot:** Shows a workflow for 'tabReissue'. The process starts with 'Link1', leading to '挂失-处理' (Lost Card - Processing), '审计-回访' (Audit - Follow-up), and '传真-处理' (Fax - Processing). These lead to 'audit', which then leads to 'Link8', 'letter', 'register', and 'visit', finally leading to 'End'. The 'Activity Properties' and 'Process Properties' panels are visible at the bottom.

Business Dynamics Support (应需而变) :IDEAL



- Intuitive, Interactive, Incremental, Intelligent
直觉,互动,累积,智能



The screenshot shows the 'Admin Center' interface in Microsoft Internet Explorer. The 'System' tab is active, showing configuration options for 'Setup customer data'. Below this is a table of data fields.

Data field	Display	Type	Data field	Display	Type
address1	address1	nvarchar	address2	address2	nvarchar
aspld	aspld	int	birthday		datetime
chatID	chatID	nvarchar	city	city	nvarchar
coBrowseID	coBrowseID	nvarchar	correlativeTask_id	correlativeTask_id	bigint
createTimestamp	createTimestamp	datetime	creator_id	creator_id	bigint
email	email	nvarchar	fax	fax	nvarchar
homePhone	homephone	nvarchar	id	id	bigint identity
lastUpdateTimestamp		datetime	manner	manner	int
mobilePhone	mobilephone	nvarchar	moduleId		int
name	name	nvarchar	officePhone	officePhone	nvarchar
owner_id	owner_id	bigint	rank		int
sex	sex	int	updater_id		bigint
valid	valid	bit	zipCode1	zipCode1	nvarchar
zipCode2		nvarchar			

Award:
CynthiaYang:2006-03-29 20:55:52 :Click Promotion

Business Dynamics Support (应需而变) :IDEAL



- **Dynamic, Durable** 动态, 经久耐用

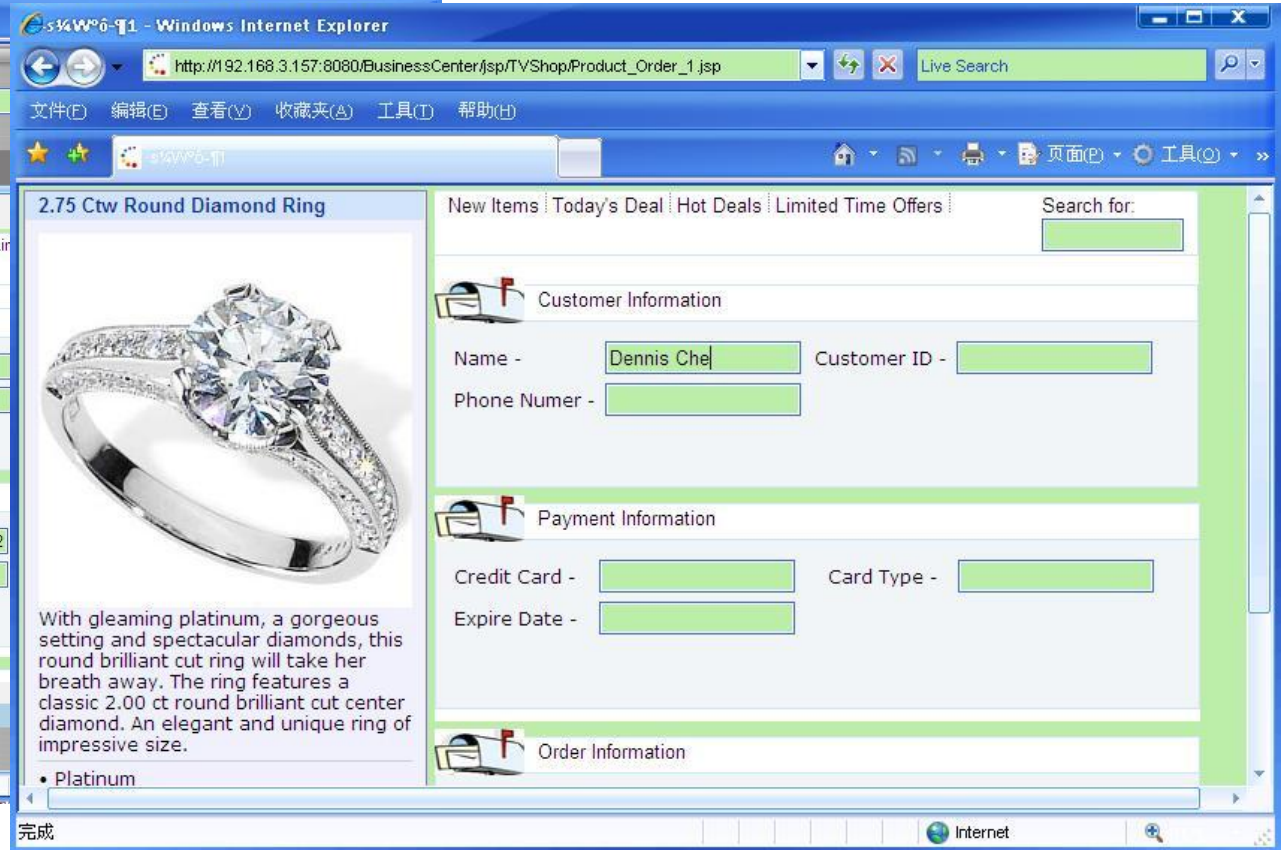
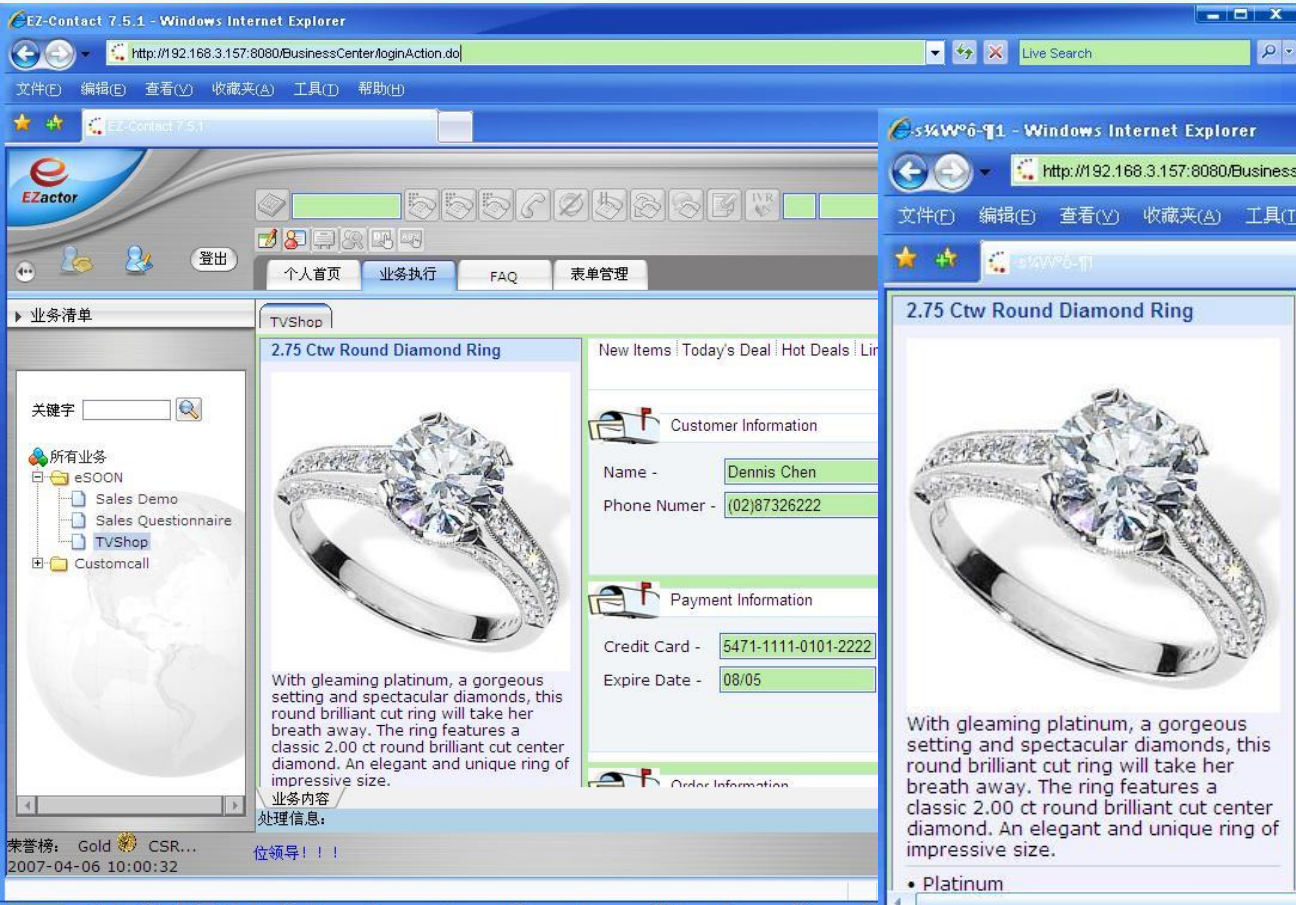
The screenshot displays the EZContact 7.5 software interface, which is used for designing and managing customer service tasks. The interface is divided into several panes:

- Design Pane (Left):** Shows a list of tasks and their properties. A task titled "Please indicate your position in the company (or office)" is selected, and its properties are displayed in a table below.
- Task Pane (Middle):** Shows the task being designed. The task is titled "3. Please indicate your position in the company (or office)" and has three radio button options: "Owner/Partner", "Manager", and "Employed Engineer". A green arrow points to the "Employed Engineer" option.
- Task List Pane (Bottom Left):** Shows a tree view of tasks, including "AllTask", "Collection", "TVMail", "TVSHOPDEMO", "Credit Card", "Card Manage", "Reverse Apply", "Cease Resume", "Online Open", "Card Pandect", "Card Reissue", "Upgrade And Adjust", "Account Management", "Account Pandect", "Bill Query And Reissue", "Account Adjust", "Auto Deduct", "System Maintenance", "Log Management", "Log Query", and "Data Dictionary".
- Task Execution Pane (Right):** Shows the task being executed. The task is titled "4. On the scale of 1 (Not important) to 10 (Very important), please indicate how important to you each of the following aspects of getting a building permit." and has three radio button options: "Soundness of regulations for issuing a building per mission", "Reasonableness of time taken to check submitted drawings", and "list of required items to be submitted".

Additional text and elements in the image:

- Design a** (Text below the Design Pane)
- Add a new task** (Text below the Task Execution Pane)
- © 2007 eSOON Corporation** (Page-Footer)
- eSOON** (Page-Footer)
- IVR shutdown** (Page-Footer)

对内对外统一业务应用界面



对移动业务的支持



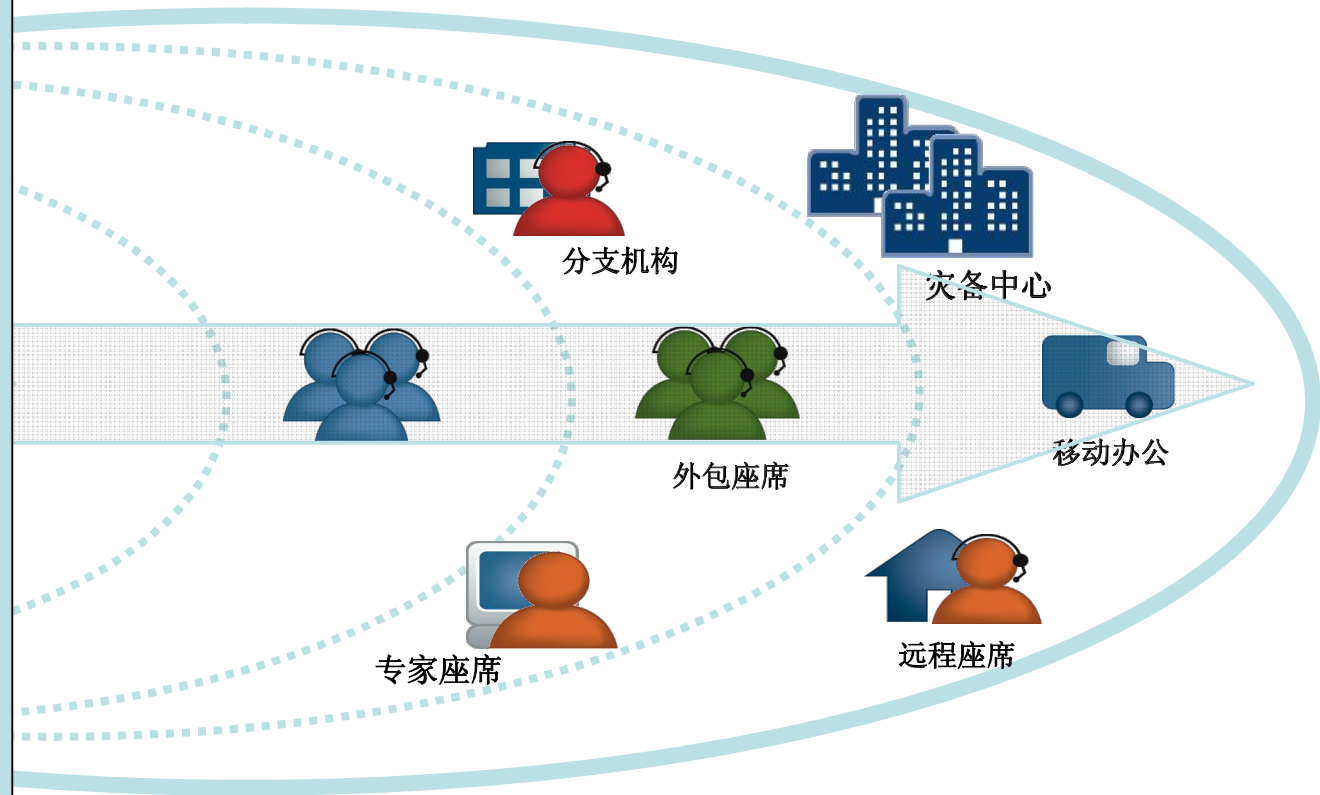
对远程管理的支持



门户应用打通企业各个环节



- 虚拟化
 - Call Center
 - 远程办公
 - 分支机构
 - 专家座席
- 集中化
 - EZ 管理
 - EZ 部署
 - EZ 扩展
- 节省成本
 - 基础平台设备
 - **PBX, ACD, IVR**



Upshot: Happy Parties



"...enjoy th



经理



Happy Customer!
快乐满足的客户



"...IT barrier free."

信息人员



sign, execution,
visible benefits."

销售人员



Differentiation & Vision

我们在未来等你

各区域运营中心



- 上海公司:
- 上海市静安区南京西路
- 1266号恒隆广场办公楼
- 15层 1512室 200040
- Tel: 86-21-62880268
- Fax: 86-21-62880269

- 杭州办事处:
- 浙江省杭州市西湖区杭大路
- 15号 嘉华国际商务中心
- 909室 310012
- Tel: 86-571-87175180
- Fax: 86-571-87175181

- 成都办事处:
- 四川省成都市人民南路一段
- 86号“城市之心”大厦
- 20楼F座 610016
- Tel: 86-28-86202058
- Fax: 86-28-86202059

- 北京公司:
- 北京市东城区
- 东长安街1号 东方广场
- 中一办公楼 1502室 100738
- Tel: 86-10-85188535
- Fax: 86-10-85188536

- 济南办事处:
- 山东省济南市中山大路 178号
- 银座数码广场901室 250013
- Tel: 86-531-88521522
- Fax: 86-531-88523522

- 台北公司:
- 台北市 110 信义区信义路
- 4段 460号19楼
- Tel: 886-2-8780-6660
- Fax: 886-2-8780-6661

- 香港公司:
- 香港中环皇后大道中 99号,
- 中环中心 26楼, 2607室
- Tel: 852-21267338
- Fax: 852-21267339

- 广州公司:
- 广东省广州市天河区天河
- 北路 233号中信广场 7303
- -7304室 510613
- Tel: 86-20-38912728
- Fax: 86-20-38912738

- 昆明办事处:
- 云南省昆明市威远街 98号
- 华夏大厦东塔 13楼 C座
- 650030
- Tel: 86-871-3606718
- Fax: 86-871-3642760

- 福州办事处:
- 福建省福州市鼓楼区河边路
- 4号华林御景太阳座 5E
- 350001
- Tel: 86-591-87278326
- Fax: 86-591-87278196

- 深圳办事处:
- 深圳市深南东路 5002号信兴
- 广场地王大厦写字楼 1603室
- 518008
- 电话: 86-755-33380873
- 传真: 86-755-33380857



*** The Netherlands ***

Rivium Westlaan 1,2909 LD,
Capelle a/d IJssel Nederland
Tel: +31-(0)10-2881680
Fax: +31-(0)10-2881629

Beijing Office

Room 1502, Tower C1,
Oriental Plaza No.1,
East Chang An Ave.,
Dong Cheng District,
Beijing China 100738
Tel: 86-10-85188535
Fax: 86-10-85188536

United States Americas Office

1250 Oakmead Parkway, Suite 210 Sunnyvale ,
CA 94085-4037 U.S.A.
Tel: 1-408-501-8833
Fax: 1-408-501-8808

Shanghai Office

Room 1512, 15F, Plaza 66,
1266 Nan Jing Xi Road,
Jing An District,
Shanghai China 200040
Tel: 86-21-62880268
Fax: 86-21-62880269

Japan Office

Room1003, Bureau Ginza Center,
4-1-12 Tsukiji, Chuo-ku,
Tokyo Japan 104-0045
Tel: 81-3-3544-5718
Fax: 81-3-3544-5719

Guangzhou Office

Room 7303-7304,Citic Plaza,
233 Tian He N. Road,
Tian He District, Guangzhou
Guangdong China 510613
Tel: 86-20-38912728
Fax: 86-20-38912738

Hong Kong Office

Unit 2607, The Center, 99 Queen's
Road Central, Central, Hong Kong
Tel: 852-21267338
Fax: 852-21267339

Taipei Office

19F, 460, Hsin Yi Road, Section 4,
Hsin Yi District, Taipei 110, Taiwan
Tel: 886-2-8780-6660
Fax: 886-2-8780-6661