

## NEW PRODUCT RELEASE: CIM & CSM

Canam Solutions Inc. will be hosting webinars on January 27, 2010 at 11:30 AM (EST) and February 3, 2010 at 4:00 PM (EST) introducing two new exciting additions to our suite of products. The webinars will include a demonstration and discussion of both the Customer Survey Management module and the Customer Issue Management module which can increase your visibility to Customer Satisfaction.

Customer Survey Management (CSM) has been developed with participation from our pilot dealers. It allows the dealership to develop their own surveys to customers on any topic, be able to perform the actual survey calls themselves, or outsource them, and be able to easily see the results. Surveys can be set up to follow transactions utilizing the invoicing files as the source, or the dealership may want to survey a segment of customers on a certain topic, 6Sigma project, new service offering, etc. The tool administrates the question set up, how the answers are received and how the results will be weighted.

One of the key features of the system is the integration with SalesLinkV3 and the ability to view survey results at the customer level. Each customer will have a Survey section added in SalesLink which will provide the results from all completed surveys...providing enterprise awareness of customer satisfaction levels and customer feedback.

In partnership with Caterpillar, we are delighted to offer dealers the ability to import the results of Caterpillar's Transaction Survey through our CSM module. Dealers will have the tools required to import the results directly from BeSatisfied and make them available in SalesLink along with any other survey results.

Customer Issue Management (CIM) is an optional module for SalesLinkV3. CIM provides a critical path to document and resolve issues that are directly related to customer satisfaction. Customer Issues are entered through SalesLink, and follow a resolution path based on the type of issue entered. The resolution path is administered by the dealer with the appropriate contact notification, escalation controls and series of reports to ensure that issues are resolved. Reporting functionality in SalesLink Executive provides visibility to issues by issue type, aging and responsibility to ensure that issues are dealt with in an effective and timely manner.

SalesLink coupled with CSM and CIM provide some powerful new tool that will provide the visibility required to manage and improve the Customer Experience with your dealership.

**MARK YOUR CALENDAR NOW  
TO JOIN IN THE WEBCAST!**

Visit <http://www.canamsolutionsinc.com> and click on the CIM / CSM WEBINAR link under the news section to register!



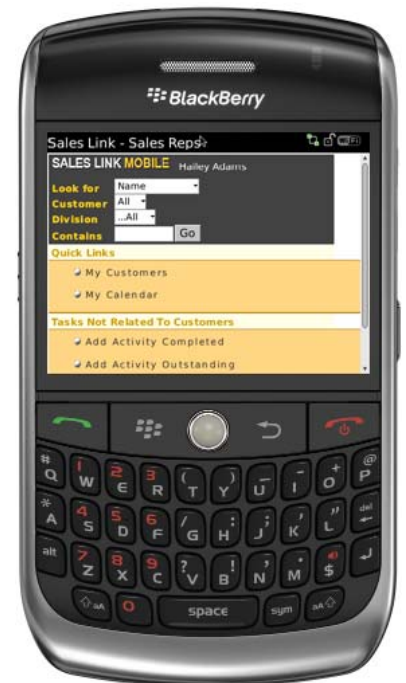
To remove your name or add others to our mailing list or if you have questions or comments, please contact us at [sales@canamsolutionsinc.com](mailto:sales@canamsolutionsinc.com) or call Linda Nikkel at 780-634-2830

## CANAM MOBILE SUITE

We have had excellent feedback from dealers that are currently utilizing SalesLink Mobile. If you would like to have more detailed information on this powerful tool please give us a call to arrange a demonstration. Now both Sales Reps and Managers can benefit by having access to customer information and dealer inventory on their PDA.

Canam's MOBILE suite currently has the following key functionality.

- Customer List – access to their Customer Information by alpha list or search function
- Basic Customer Info – name, address, phone number, size, number of machines and Industry Codes
- Influencers – name, phone numbers, email address (linked to phone and email functions of PDA)
- Accounts Receivable – latest information on outstanding AR
- Add an Activity – ability to add an activity from your PDA – instantly updates the system
- View Activity History – ability to see all Activities for this customer (all users)
- Equipment List – Number of Cat units and non-Cat, in all divisions
  - XFER: ability to request transferring a unit to another DBS customer
  - SMU: ability to request an update to the SMU reading on a unit
  - DEL: ability to request deleting a unit from the customers' equipment list
  - W/O: visibility to Work Order history (header information)
  - WAR: visibility to Warranty on each unit
  - CFG: visibility to the configuration file
- Latest Work Orders – all customer work orders (including OPEN status)
- Rental Equipment – visibility to all currently rented equipment



## INVENTORY MOBILE

Reps have the ability to search dealer Inventory for a model, stock number, serial number, etc. Information displayed shows N/U, age, description field, asking price, location, SMU and reservations.

EXECUTIVE MOBILE ... view has full access to all customer and dealer inventory.

CONTACT OUR SALES DEPARTMENT AT

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TO SCHEDULE A DEMO OF CANAM'S SUITE OF MOBILE APPLICATION TODAY!

