



timsoft

On-stop shop of your digital transformation

Timsoft DRX

Digital Retail Exchange



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AGENDA

1. Introduction
2. Challenges
3. Value proposition
4. Timsoft DRX - Features
5. Customer Management
6. Campaign Management
7. Customer Services

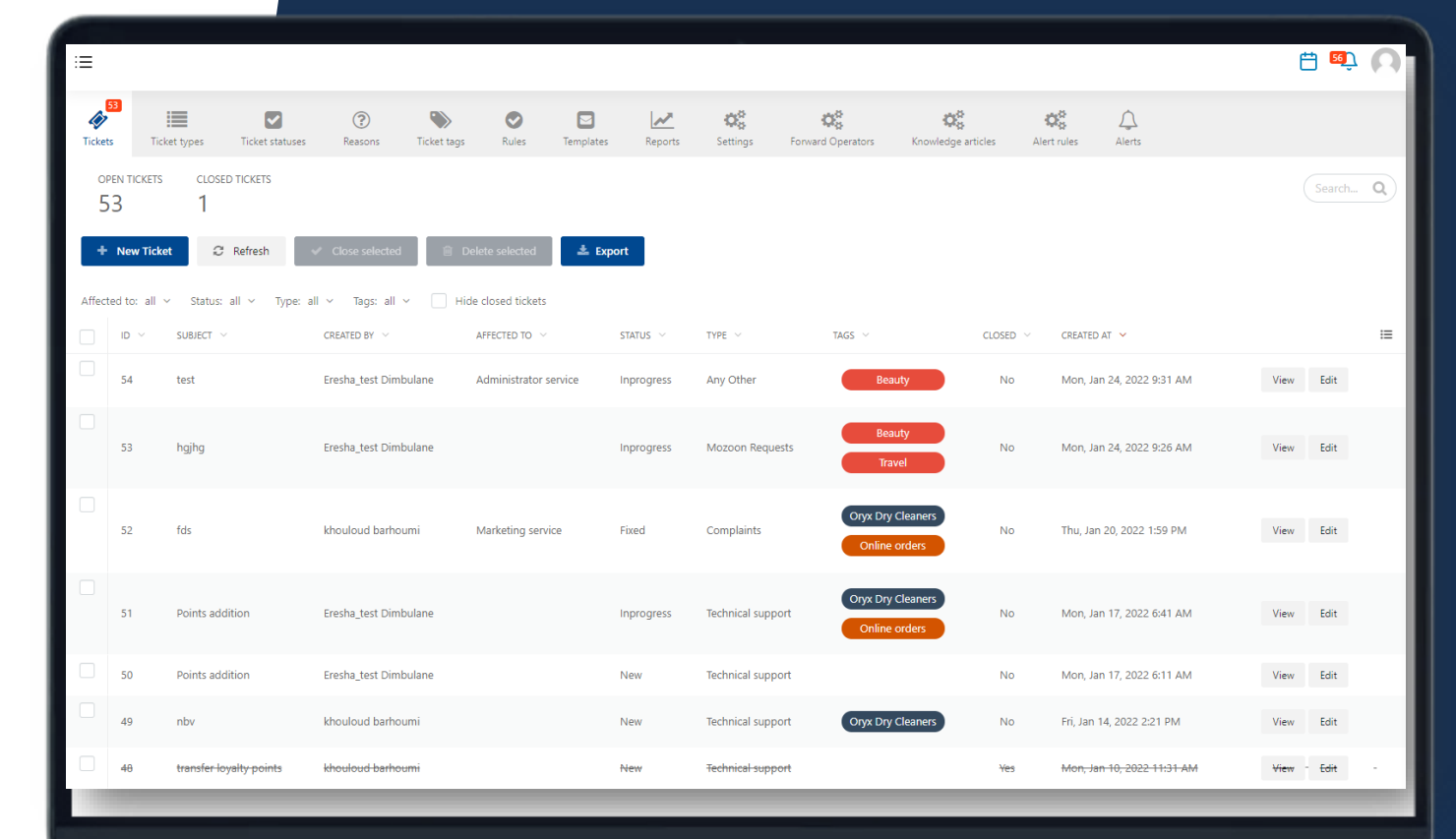
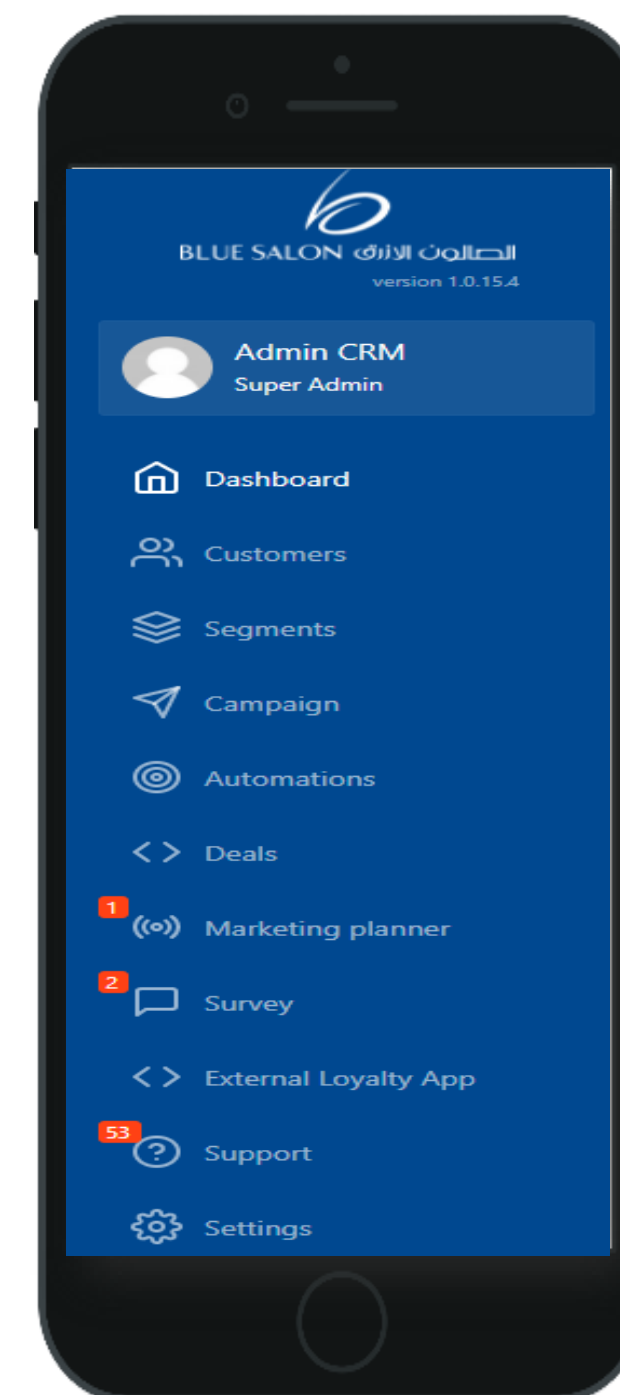
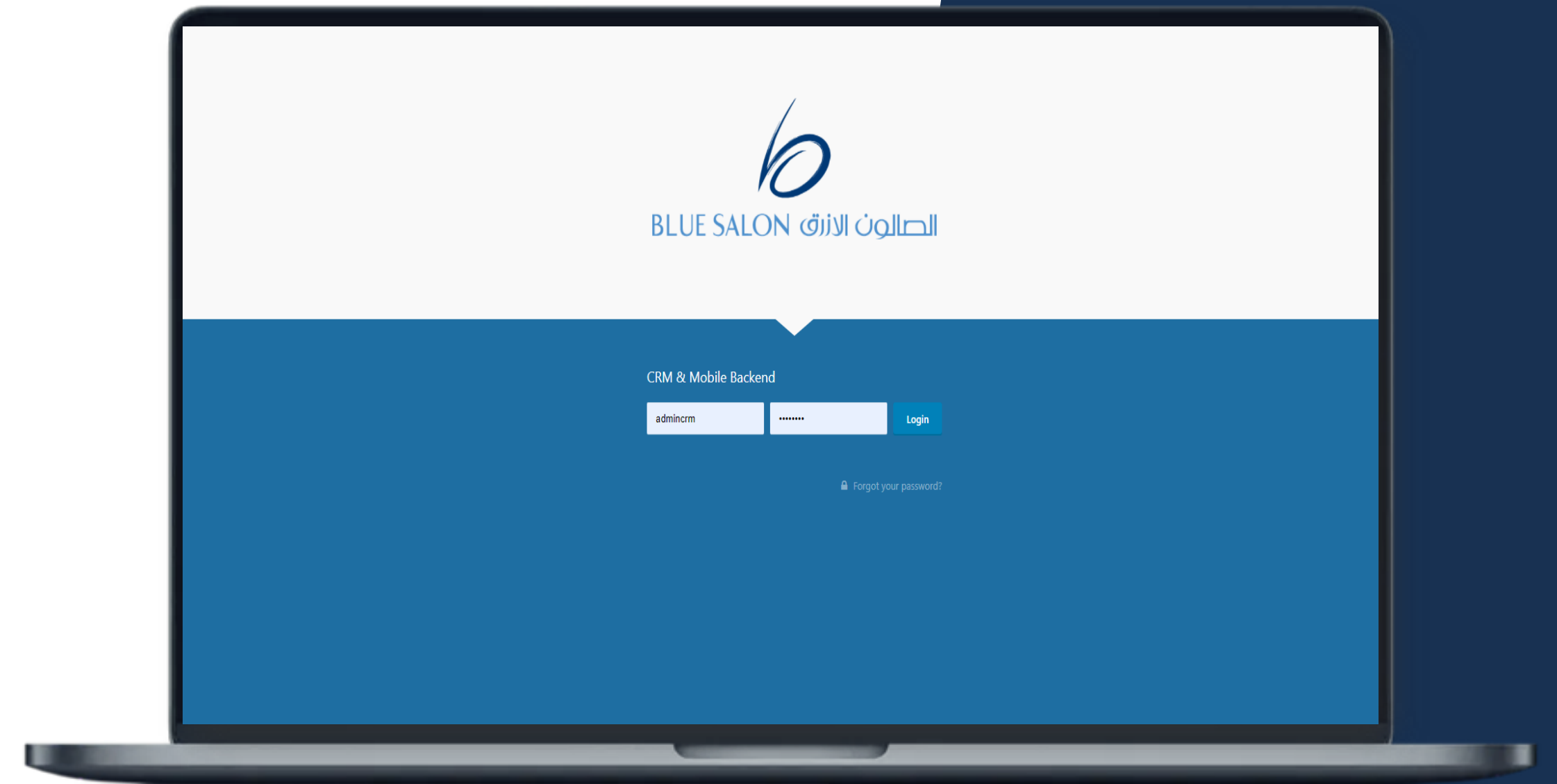
Introduction

Timsoft DRX aims to support organizations in improving customer relationship management through tools, strategies and techniques.

Our approach places the customer at the center of the company's priorities. Customer centricity!

Timsoft DRX allows you to understand, anticipate and manage current and potential customers' needs.

It helps you deal with customers on three levels: sales, marketing and/or services.



Challenges

Waste of Time

Employees waste a huge amount of time on repetitive tasks which can be easily automated using CRM

Communication

Difficulty in managing internal communication and customer collaboration

Centralization

Migrating data from one application to another can be a burden to your teams

Segmentation

You will face difficulties in segmentation of your customer which can be easily done by CRM

Losing information

Missed opportunities and lower customer satisfaction in absence of personalized experience

Manual follow-ups

and update lead status. and update lead status.



Diagram of the main blocks

Timsoft DRX is the perfect CRM for you to have a ***global vision*** on your activity, whether it's from a web site, a mobile app, social media, etc..

It's ***easy*** to use, let you ***track*** communications, gives you the ability to ***automate*** tasks, make it easier to have a good ***insight*** and ***reports***, and especially ***engage*** with customer, ***build loyalty*** with them and ***attract*** even more

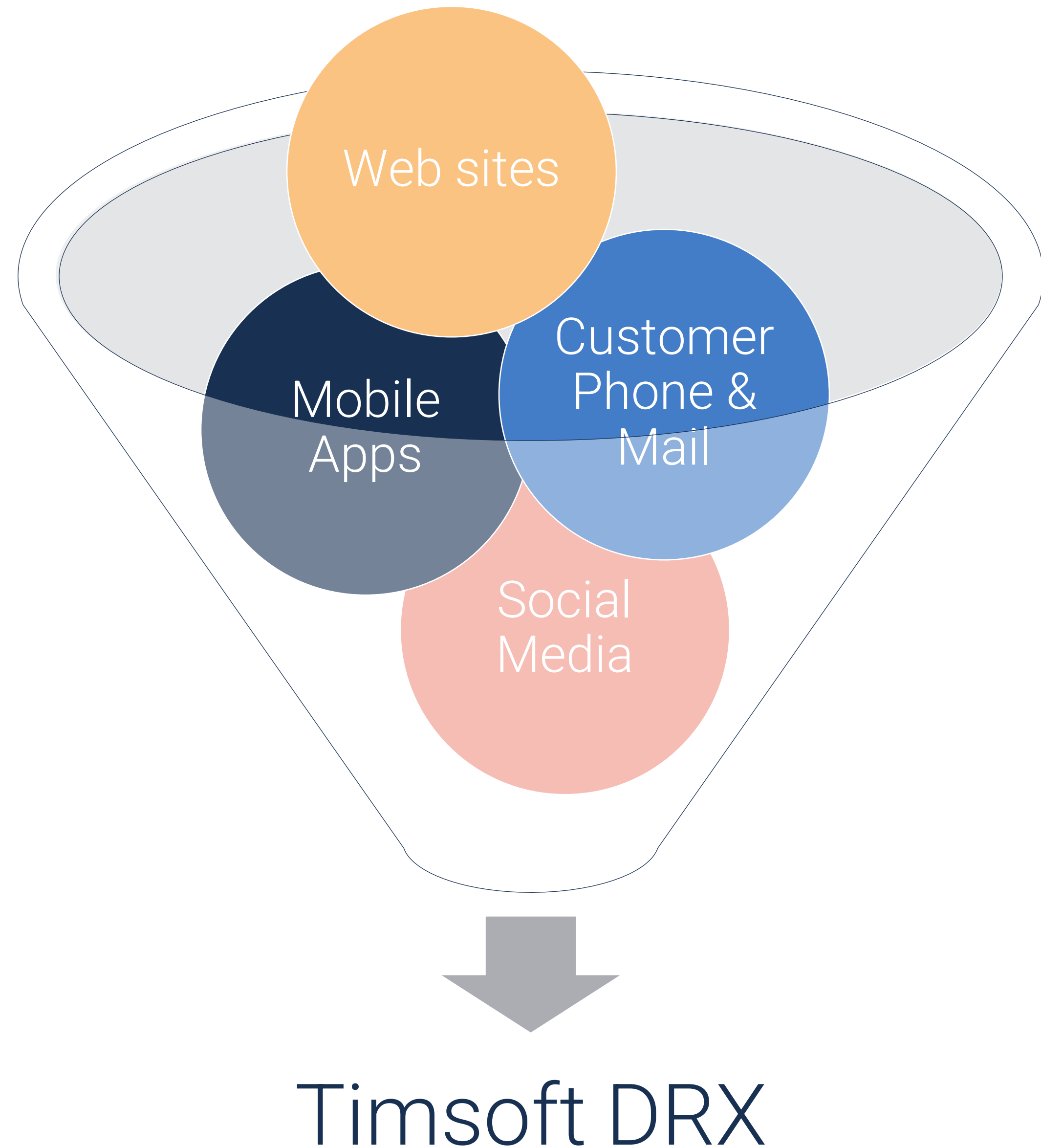


Diagram of the main blocks

Timsoft DRX

Customer Management



Customers

In this menu, the informations needs about a customer is provided

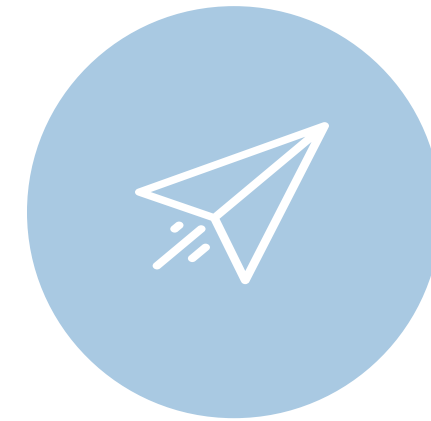
- Consult
- Create
- Modify
- Capture the customers interests

Campaign Management



Segments

To ensure the marketing segmentations



Campaign

A campaign is for the purpose of marketing, report data, survey ...



Survey

The survey is a way to get feedbacks from the customers



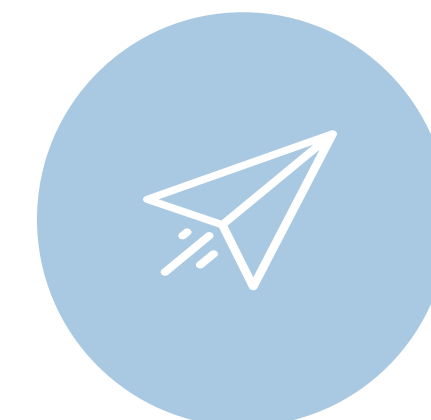
Automations

To automate sendings according to specific times and dates



Deals

Configure promotions and send them in push via Mobile



Marketing Planner

where the budget and the planning of marketing actions is done

Customer Service



Support

The support menu allows to consult, create and modify the status of a ticket (complain) opened by a customer

Dashboard

The dashboard is customized according to the client's needs, And the informations he wishes to be displayed .



Timsoft DRX - Features / Advantages



- ✓ Ease of use : Offer a simplified organization in the structure of the activity
- ✓ Automate and grow by using the Schedule tasks
- ✓ Manage Leads and Deals
- ✓ Insights and Reports : The user will be able to consult the history of the customer's activity at a glance
- ✓ Track communications
- ✓ Mobile app and Integrations : Openness to other business tools

Timsoft DRX - Features / Advantages



- ✔ Understand, anticipate, manage the needs of customers, whether current or potential
- ✔ Improve the relationship with customers by playing on two levers : Client satisfaction and Capitalization of customer knowledge
- ✔ Build customer loyalty while increasing turnover and profitability per customer.
- ✔ Facilitate access to information on customer needs manage the relationship with customers
- ✔ Reducing marketing costs by using more targeted communication or increasing customer satisfaction
- ✔ Satisfy and retain existing customers attract new customers to increase the sales improve the brand image of the company

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Customer Management

CUSTOMER

For the customers interface,
We find the list of the customers with general informations on display

The screenshot displays a customer management interface. At the top, there is a navigation bar with icons for Customers, Areas, Interests, Relation type, Custom fields, Notifications, Merge rules, and Reports. Below this, there are three main buttons: '+ Add new customers', 'Delete selected', and 'Export'. A search bar is located on the right side of the interface.

Below the search bar, there are several search filters: Cegid Id, First name, Last name, Email, Phone, Job, Segment (all), Gender (all), and Title (all). There is also a 'Notification Channel' dropdown menu set to 'all'.

The main part of the interface is a table listing customer records. The table has columns for ID, CEGID ID, CUSTOMER, JOB, SEGMENTS, TOTAL PURCHASE, NOTIFICATION CHANNEL, and ACTION. The notification channel column shows status for SMS and EMAIL, with green checkmarks for successful and red X marks for failed. The action column contains 'View', 'Edit', and 'Send report data' buttons for each record.

ID	CEGID ID	CUSTOMER	JOB	SEGMENTS	TOTAL PURCHASE	NOTIFICATION CHANNEL	ACTION
524		mourad mourad		Global		✓ SMS ✓ EMAIL	View Edit Send report data
523	17500068	khoulood bar		Global		✗ SMS ✓ EMAIL	View Edit Send report data
522	17500055	khoulood barhoumi		Global		✓ SMS ✓ EMAIL	View Edit Send report data
521	17500060	Hazem Limem		Global		✓ SMS ✓ EMAIL	View Edit Send report data
520	00100089	Zied Hlel		Global		✓ SMS ✓ EMAIL	View Edit Send report data
519	17500062	Eresha_test Dimbulane		Global		✓ SMS ✓ EMAIL	View Edit Send report data

Displayed records: 1-6 of 6

Once we accede the customers file and on the first tab, all the informations are on display, such as, the title, full name, phone, nationality, etc.. also, if this customer wishes to receive promotional emails / SMS

The screenshot displays a customer profile management interface. At the top, there is a navigation bar with icons for Customers, Areas, Interests, Relation type, Custom fields, Notifications, Merge rules, and Reports. Below this is a secondary navigation bar with tabs for Profile, Address, Interests, Segment, Purchase History, Communication History, Promotion Codes, Loyalty Card, and Activity Feed. The main content area is divided into two columns of form fields. The left column includes fields for Title, Marital status, Middle name, QID number, Occupation, Phone (+21658689773), Email (k.barhoumi@timsoft.com.tn), and Contact option. The right column includes fields for Gender, First name (khouloud), Last name (barhoumi), Preference (2), Nationality (Tunisia), Landline, and Date of Birth. Below these fields is a 'Customer preference' section with 'Received sms' and 'Received emails' options, each with 'YES' and 'NO' buttons. At the bottom, there is a 'Custom fields' section and a 'Religion' field.

Title	-- Select a title --	Gender	-- Select a gender --
Marital status	-- Select a marital status --	First name	khouloud
Middle name		Last name	barhoumi
QID number		Preference	2
Occupation		Nationality	Tunisia
Phone	+21658689773	Landline	
Email	k.barhoumi@timsoft.com.tn	Date of Birth	
Contact option	-- Select a contact option --		

Customer preference

Received sms	Received emails
<input checked="" type="radio"/> YES <input type="radio"/> NO	<input checked="" type="radio"/> YES <input type="radio"/> NO

Custom fields

Religion

For the other tabs we can find, the **Interests** of the customer that he filled during for example the subscription on the Mobile app, the Segment, in which the customer is categorized in order to have better visibility on who to target
The customers **Purchase History**, **Communication History**, **Promotion Codes** etc...

This screenshot shows the 'Address' tab selected in the customer management interface. The top navigation bar includes 'Customers', 'Areas', 'Interests', 'Relation type', 'Custom fields', 'Notifications', 'Merge rules', and 'Reports'. Below the navigation, there are tabs for 'Profile', 'Address', 'Interests', 'Segment', 'Purchase History', 'Communication History', 'Promotion Codes', 'Loyalty Card', and 'Activity Feed'. The 'Address' tab is active, displaying a table with columns: ID, LABEL, ADDRESS, COUNTRY, ZONE, STREET, BUILDING, and DEFAULT. There are two records listed: one with ID 55, ADDRESS Tunisia, COUNTRY TN, and DEFAULT Yes; and another with ID 52 and DEFAULT No. A '+ Add Address' button is visible on the left. The bottom right corner indicates 'Displayed records: 1-2 of 2'.

ID	LABEL	ADDRESS	COUNTRY	ZONE	STREET	BUILDING	DEFAULT
55		Tunisia	TN				Yes
52							No

This screenshot shows the 'Interests' tab selected in the customer management interface. The top navigation bar is the same as in the previous screenshot. The 'Interests' tab is active, displaying a list of interest categories with checkboxes. The categories are: Ladies Fashion, Men's Fashion, Kids Fashion, Watches & Jewellery, Leather Goods, House Hold, 202 - Men's Fashion, 204 - Ladie's Fashion, 205 - Traditional Wear, and 122 - Lingerie. There are 'Select all' and 'Select none' options at the top of the list.

- Ladies Fashion
- Men's Fashion
- Kids Fashion
- Watches & Jewellery
- Leather Goods
- House Hold
- 202 - Men's Fashion
- 204 - Ladie's Fashion
- 205 - Traditional Wear
- 122 - Lingerie

This screenshot shows the 'Segment' tab selected in the customer management interface. The top navigation bar is the same. The 'Segment' tab is active, displaying a section titled 'Segment' with a 'Global' checkbox checked. The bottom right corner indicates 'Displayed records: 1-0 of 0'.

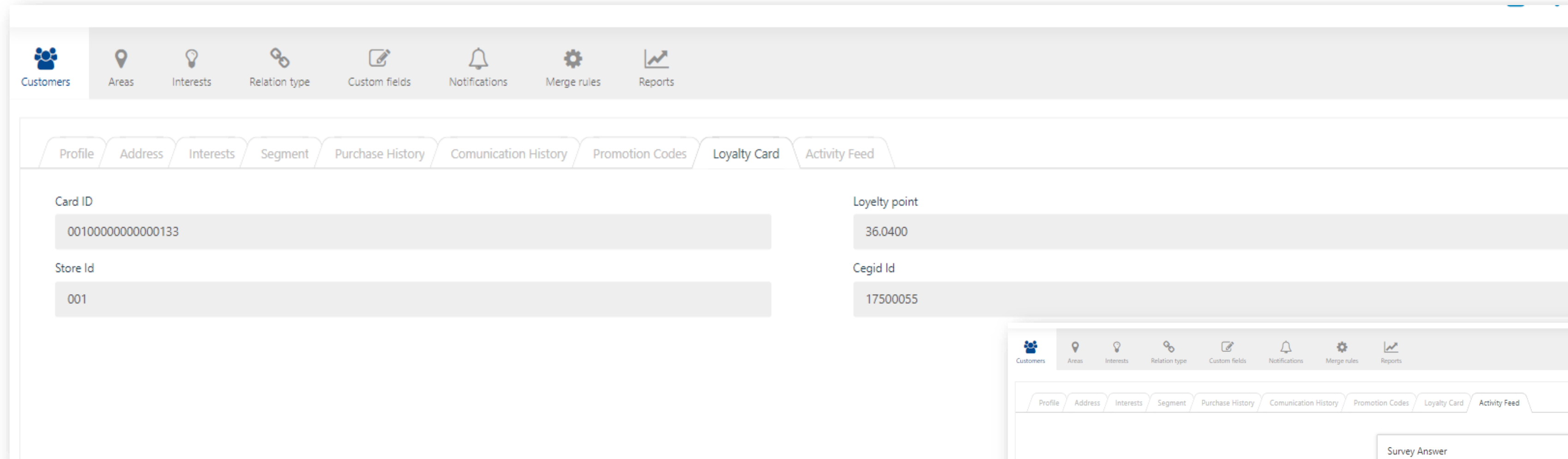
Segment

- Global

This screenshot shows the 'Purchase History' tab selected in the customer management interface. The top navigation bar is the same. The 'Purchase History' tab is active, displaying a table with columns: ID, SOURCE, DATE, FULFILLMENT STATUS, and TOTAL. The table is currently empty. The bottom right corner indicates 'Displayed records: 1-0 of 0'.

ID	SOURCE	DATE	FULFILLMENT STATUS	TOTAL
----	--------	------	--------------------	-------

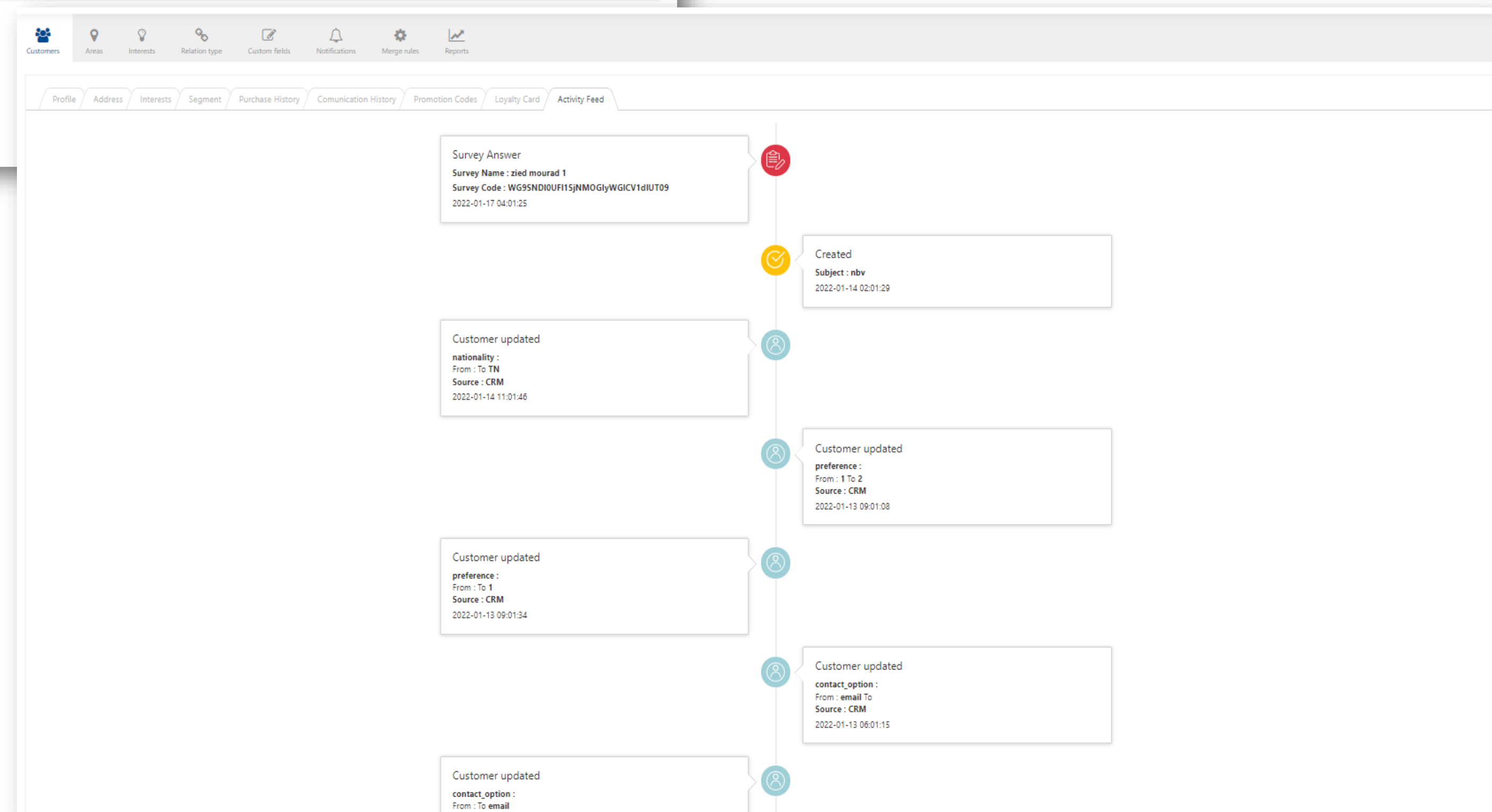
In addition, we can find the loyalty card informations such as the *Card ID*, *Store ID*, the number of *Loyalty Points* and the customer *Cegid ID*.



The screenshot shows a CRM interface with a top navigation bar containing icons for Customers, Areas, Interests, Relation type, Custom fields, Notifications, Merge rules, and Reports. Below this is a secondary navigation bar with tabs for Profile, Address, Interests, Segment, Purchase History, Communication History, Promotion Codes, Loyalty Card, and Activity Feed. The 'Loyalty Card' tab is active, displaying a table with the following data:

Field	Value
Card ID	00100000000000133
Loyalty point	36.0400
Store Id	001
Cegid Id	17500055

And in the final tab we have the *Activity Feed* in which we can find all the activities of the customer whether it's a *Survey*, a *Complain*, *Loyalty points Transfer* ...



The screenshot shows the 'Activity Feed' tab in the CRM system. It displays a vertical timeline of customer activities, each with a date and time stamp. The activities are:

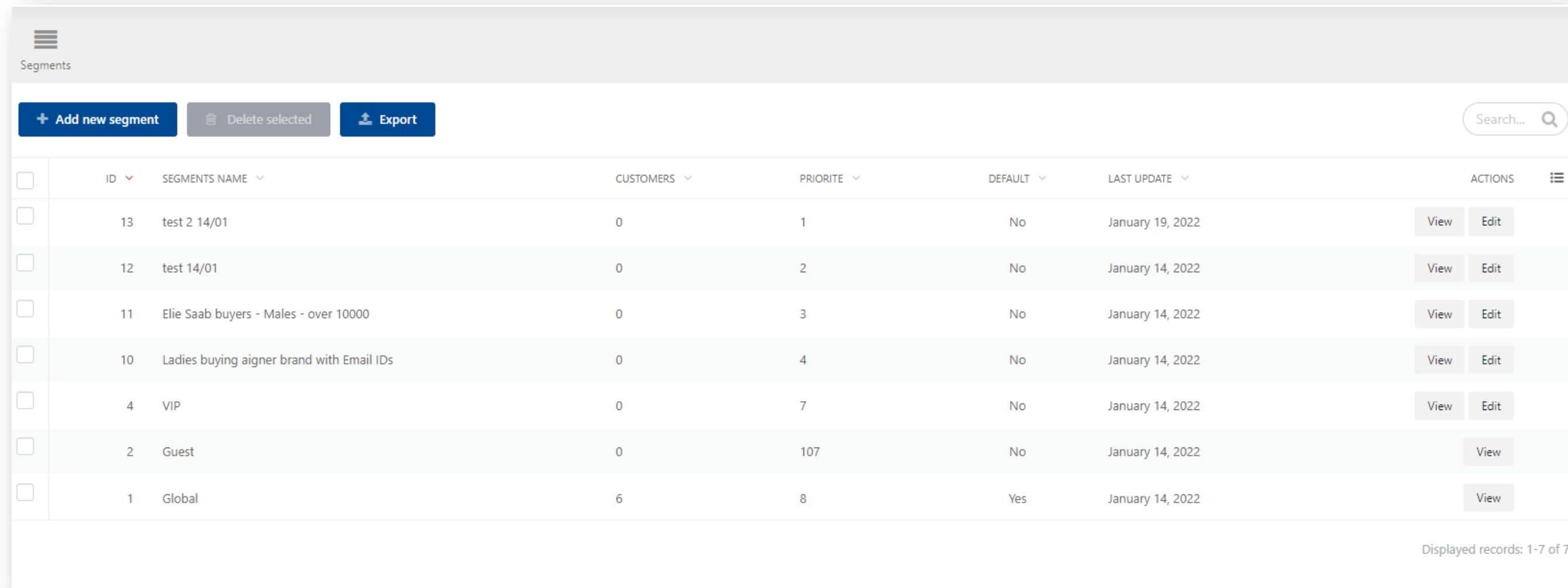
- Survey Answer**: Survey Name : zied mourad 1, Survey Code : WG95NDI0UF15JNMOglyWGICV1dIU09, 2022-01-17 04:01:25
- Created**: Subject : nbv, 2022-01-14 02:01:29
- Customer updated**: nationality : From : To TM, Source : CRM, 2022-01-14 11:01:46
- Customer updated**: preference : From : 1 To 2, Source : CRM, 2022-01-13 09:01:08
- Customer updated**: preference : From : To 1, Source : CRM, 2022-01-13 09:01:34
- Customer updated**: contact_option : From : email To, Source : CRM, 2022-01-13 06:01:15
- Customer updated**: contact_option : From : To email, Source : CRM, 2022-01-13 06:01:15

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Campaign Management

SEGMENTS

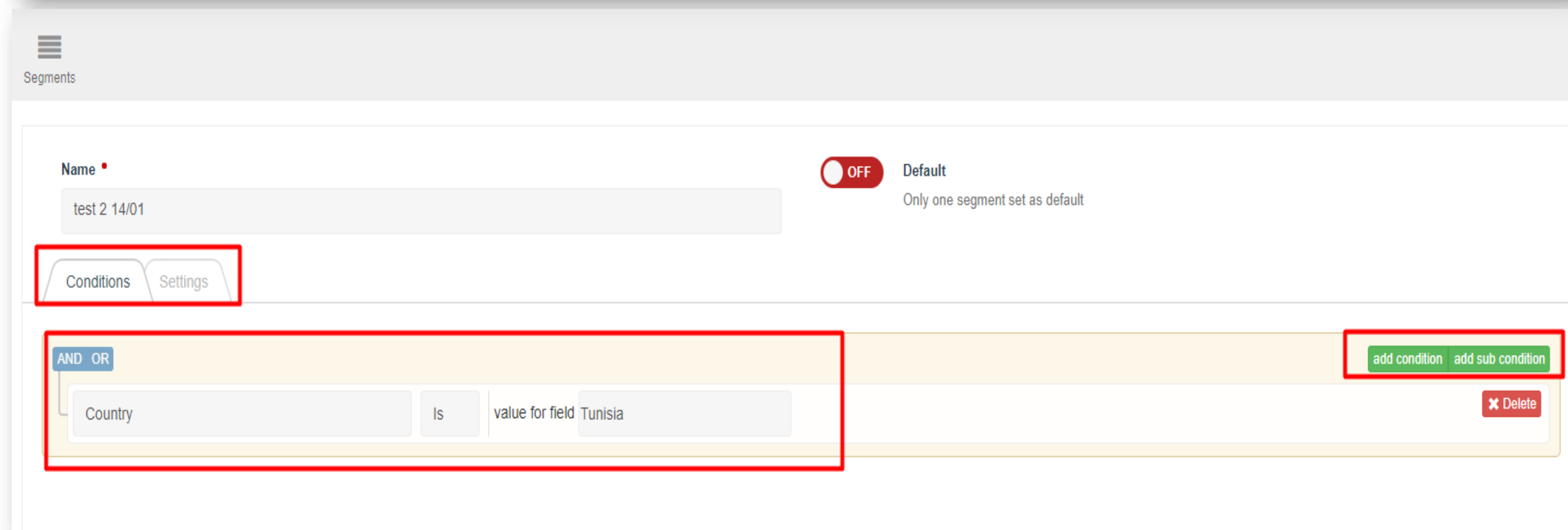


A screenshot of a web application interface for managing customer segments. At the top, there are three buttons: '+ Add new segment', 'Delete selected', and 'Export'. A search bar is located on the right. Below is a table with columns: ID, SEGMENTS NAME, CUSTOMERS, PRIORITE, DEFAULT, LAST UPDATE, and ACTIONS. The table contains 7 rows of data. At the bottom right, it says 'Displayed records: 1-7 of 7'.

ID	SEGMENTS NAME	CUSTOMERS	PRIORITE	DEFAULT	LAST UPDATE	ACTIONS
13	test 2 14/01	0	1	No	January 19, 2022	View Edit
12	test 14/01	0	2	No	January 14, 2022	View Edit
11	Elie Saab buyers - Males - over 10000	0	3	No	January 14, 2022	View Edit
10	Ladies buying aigner brand with Email IDs	0	4	No	January 14, 2022	View Edit
4	VIP	0	7	No	January 14, 2022	View Edit
2	Guest	0	107	No	January 14, 2022	View
1	Global	6	8	Yes	January 14, 2022	View

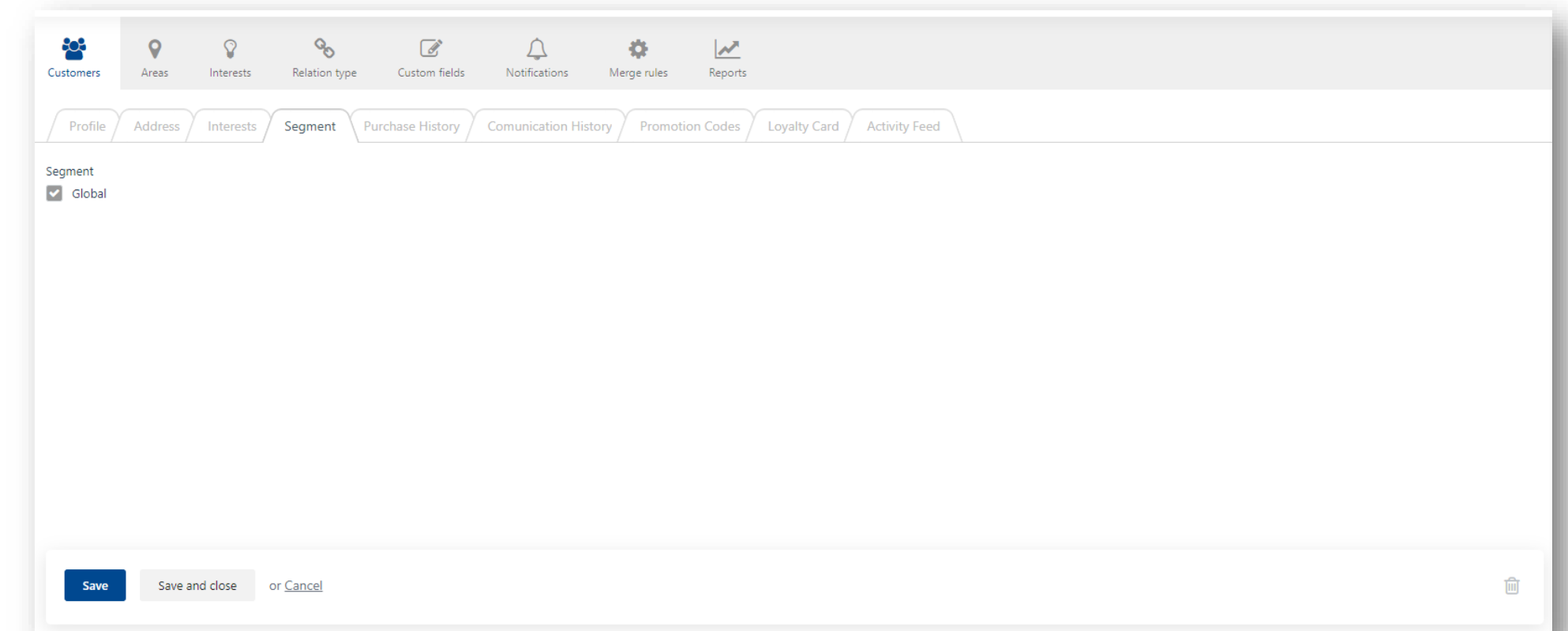
For the **Segment**, it's a way to put the customer in small groups to target during a campaign.

It can be sent individually or used in a campaign as a link



A screenshot of the 'Segment' configuration form. The 'Name' field contains 'test 2 14/01'. There is a 'Default' toggle switch set to 'OFF' with the text 'Only one segment set as default'. Below the name field are two tabs: 'Conditions' and 'Settings'. The 'Conditions' tab is active, showing a rule: 'Country is value for field Tunisia'. The rule is enclosed in a yellow box. To the right of the rule are buttons for 'add condition' and 'add sub condition'. A 'Delete' button is also present. At the bottom, there are buttons for 'Save', 'Save and close', and 'Cancel'.

Here, the **Name**, the **Condition** and some settings such as **Status**, **Priority**, **Start date**, **End date**, etc. ...



A screenshot of the 'Segment' profile view. The top navigation bar includes 'Customers', 'Areas', 'Interests', 'Relation type', 'Custom fields', 'Notifications', 'Merge rules', and 'Reports'. Below the navigation bar are tabs for 'Profile', 'Address', 'Interests', 'Segment', 'Purchase History', 'Communication History', 'Promotion Codes', 'Loyalty Card', and 'Activity Feed'. The 'Segment' tab is active, showing a list of segments with a checkbox for 'Global' checked. At the bottom, there are buttons for 'Save', 'Save and close', and 'Cancel'.

PS: For the segment to be fonctionnel in the Campaign, it should be defined in the customer's profile, so that it's taken into consideration

CAMPAIGNS

New campaign


Campaign name

Enter a name to help you identify this campaign later.

Type

Survey

Select message template



Test

[Create campaign](#) [Cancel](#)

The campaign, is designed to reach out to subscribers at the best time and provide valuable content (such as the report data of the loyalty points) and relevant offers

NEW CAMPAIGN

test 19/01/2022 -1-

Template: test

Sender

-- Select Sender --

Sender email

Sender name

Mail subject

test 19/01/2022 -1-

Enter the subject line to use when sending this campaign.

Survey

testsurvey22

Marketing planner

+ Add Marketing planner - Remove

Title

Signatures

info@mozoon.com

Banner image

There is no media selected.

Introductory message

Hello there, (first_name)!

Opening statement

Content section

Type in a heading and enter some content for it below

ADD ANOTHER CONTENT SECTION

Salutation

Good afternoon, good evening and good night!

[Continue](#) or [Cancel](#)

These customer variables are available:

- FIRST_NAME
- LAST_NAME
- MIDDLE_NAME
- QID_NUMBER
- PREFERENCE
- PO_BOX
- EMAIL
- OCCUPATION
- NATIONALITY
- PHONE
- LANDLINE
- BIRTHDAY
- CONTACT_OPTION
- UNSUBSCRIBE_URL
- BROWSER_URL
- SURVEY_LINK
- REPORT_DATA
- RELIGION

Click or drag these in to the content area

[Mailing Campaigns](#)
[Subscribers](#)
[SMS Campaigns](#)
[In-App Campaign](#)
[Validation Rules](#)
[Reports](#)

OPEN RATE 20% (4 unread)
UNSUBSCRIBE RATE 0% (5 still happy)
STATUS Sent (Campaign complete!)
CAMPAIGN Test 19/01/2022 -1- (Template: Default template)

[Duplicate campaign](#)
[Send test message](#)
[Archive campaign](#)
[Delete campaign](#)

[PREVIEW](#)
[DETAILS](#)
[SUBSCRIBERS](#)

Subject - **Test 19/01/2022 -1-**

Trouble reading this email? [View it in your browser.](#)
 Not interested anymore? [Unsubscribe here.](#)

Hello Wolrd

You can have a visibility on the campaign sent, the number of the emails sent, opened and unsubscribed, etc.. And also, the body of the email.

Test 19/01/2022 -1-

From: <info@mozon.com>
 To: <k.barhoumi@timssoft.com.tn>

[Show Headers](#)
[HTML](#)
[HTML Source](#)
[Text](#)
[Raw](#)
[Spam Analysis](#)
[HTML Check](#)
[Tech Info](#)

Hello Wolrd

Hello there, khouloud!

[Survey Link](#)

Earned 0
 Redeemed 0
 Expiry
 Due to expire
 Used promo code 0

Please find attached your monthlu report data and a survey link to fill.

Thank you

Good afternoon, good evening and good night!

test qsdqsf test qfqsfsf tecsqfcsq qsfqsf

AUTOMATIONS

The Automations are done to automate shipments according to specific times and dates

Mailing Automation | SMS Automation | In-App Automation | Validation | Reports

Content | Marketing planner | Signatures | Target Audience | Settings

Automation name
Test
Enter a new name for this automation.

Sender
-- Select Sender --

Sender email | **Sender name**

Mail subject
Test
Enter the subject line to use when sending this automation.

These customer variables are available:

- FIRST_NAME | LAST_NAME
- MIDDLE_NAME | QID_NUMBER
- PREFERENCE | PO_BOX | EMAIL
- OCCUPATION | NATIONALITY
- PHONE | LANDLINE | BIRTHDAY
- CONTACT_OPTION
- UNSUBSCRIBE_URL | BROWSER_URL
- SURVEY_LINK | REPORT_DATA
- RELIGION

Click or drag these in to the content area

Banner image



BLUE SALON الصالون الازرق

blue_salon-logo-1.png

Introductory message
Hello there, {first_name}!

Opening statement

Content section

Type in a heading and enter some content for it below

Rich text editor toolbar: Bold, Italic, Text color, Background color, Bulleted list, Numbered list, Table, Link, Image, Video, Audio, Document, Undo, Redo

→

ADD ANOTHER CONTENT SECTION

Salutation
Good afternoon, good evening and good night!

DEALS

The Deals are to configure promotions and send them in push via Mobile


Title *

Status Is featured

Start date *


End date *

Logo



breitling_logo.png

Image



PROMO-Summer-2021-900-X-355-Select.jpg

Type

LINK PRODUCTS PAGE

Product

<input type="checkbox"/>	CODE ▾	TITLE ▾	UNIT PRIC >
There are no records in this view.			

Sended to customer has

SEGMENT INTEREST

Segment

<input type="checkbox"/>	ID ▾	SEGMENTS NAME ▾	LAST UPDATE ▾
<input type="checkbox"/>	4	VIP	January 14, 2022
<input type="checkbox"/>	2	Guest	January 14, 2022
<input type="checkbox"/>	1	Global	January 14, 2022

or [Cancel](#)

MARKETING PLANNER

The *Marketing Planner* is where the planning of marketing actions is done (campaign and others ..) with the budget and everything

The screenshot displays the 'Marketing Planner' interface. At the top, there is a navigation bar with icons for 'Events', 'Tags', 'Event Types', 'Status', 'File types', 'Validation Rules', and 'Archives'. Below this is a tabbed interface with 'Details', 'Actions', 'Campaign', and 'Automations' tabs. The 'Details' tab is active, showing a form with the following fields:

- Title**: A text input field.
- Status**: A dropdown menu with 'Pending' selected.
- Head**: A dropdown menu with 'Admin Person' selected.
- Type**: A dropdown menu with 'Type 1' selected.
- Budget**: A text input field with a 'QAR' unit selector on the right.
- Tag**: A section with '+ Add Tag' and '- Remove' buttons.
- Table**: A table with columns 'TITLE' and 'CREATED AT'. It currently contains no records, with the message 'There are no records in this view.' below it.
- Description**: A rich text editor with a toolbar containing various icons for text formatting and editing.

At the bottom of the form, there are three buttons: 'Create', 'Create and Close', and 'or Cancel'.

SURVEY

For the *Survey*, they serve as an examination of the customer opinions, behavior, etc..

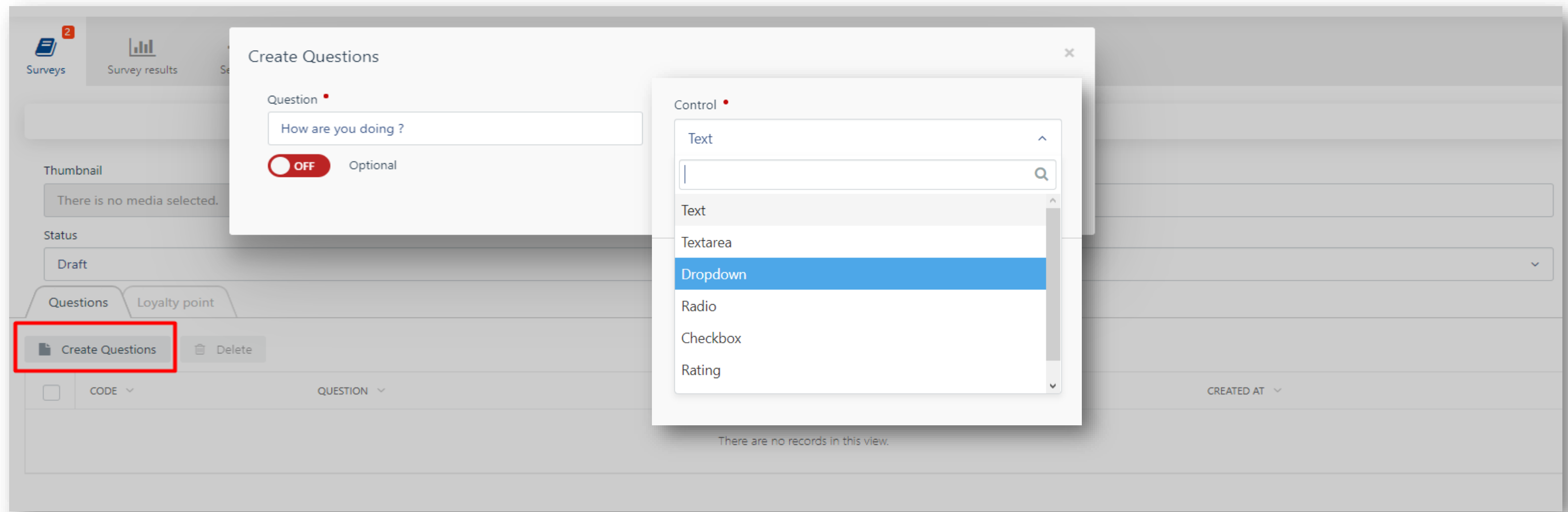
It can be sent individually or used in a campaign as a link

This screenshot shows the top section of a survey creation form. At the top, there is a navigation bar with icons for 'Surveys' (with a red notification badge '2'), 'Survey results', 'Settings', and 'Validation Rules'. Below this, the form is divided into two columns. The left column has a 'Thumbnail' field with the text 'There is no media selected.' and a 'Status' dropdown menu currently set to 'Draft'. The right column has a 'Name' text input field containing 'Test K 19/01/2022 -1-' and a 'Destinations' dropdown menu currently set to 'Public'. At the bottom of the form, there are three buttons: 'Create' (in blue), 'Create and close', and 'or Cancel'.

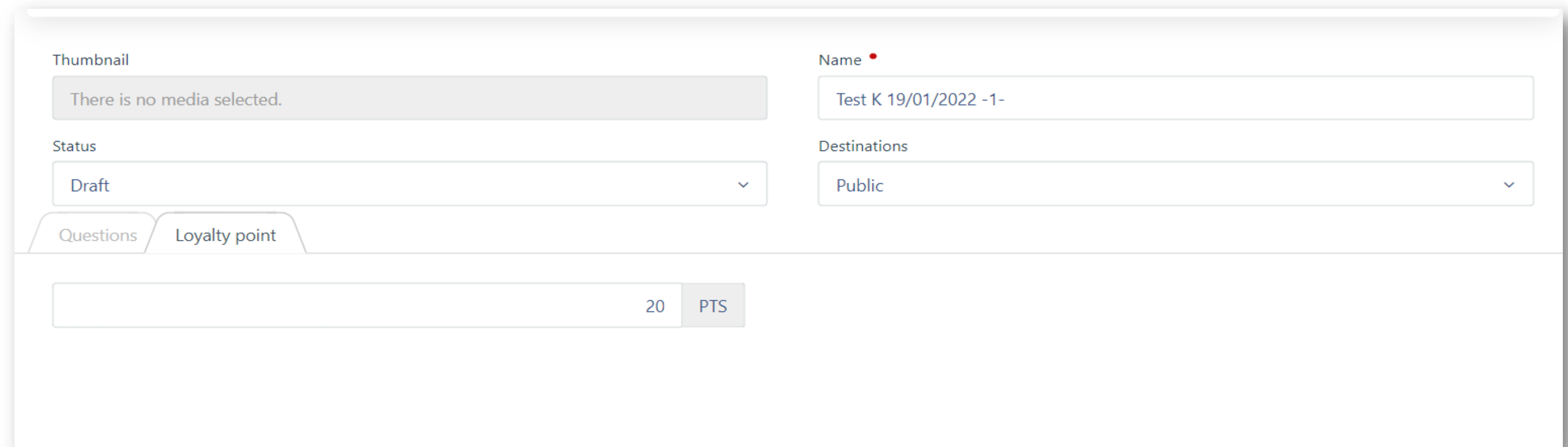
As presented in the screenshots, first, name the survey and choose the destination, then create the questions needed for the survey and validate.

This screenshot shows the bottom section of the survey creation form. It features two tabs: 'Questions' (which is active) and 'Loyalty point'. Below the tabs, there are two buttons: 'Create Questions' and 'Delete'. A table structure is visible with columns for 'CODE', 'QUESTION', 'OPTIONAL', 'CONTROL', and 'CREATED AT'. The table is currently empty, with the text 'There are no records in this view.' centered below it.

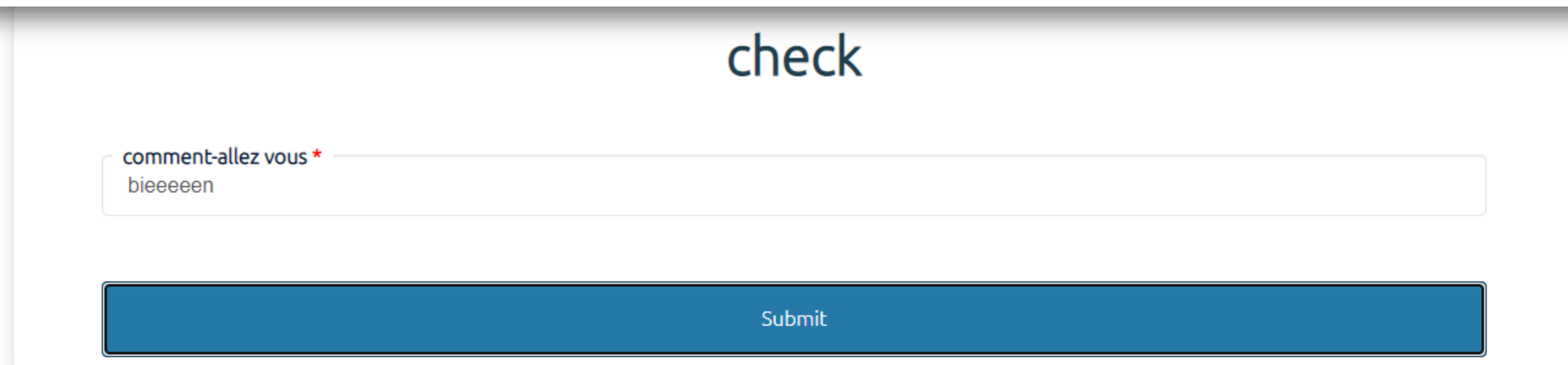
For the creation of the questions, there is a multitude of type choices : *Text*, *Checkbox*, *Dropdowns*, etc...



We can allocate Loyalty points that are gained once the customer answers to the survey.



Here is an example of how the survey looks like from the customer's point of view.



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Customer Service

SUPPORT

The support menu, is where you can find the tickets opened by the customer as complains, their status, the tags, the type, etc.

Support form

First name *

Last name *

Email address *

Phone number *

Type *
Inquiries

Tags

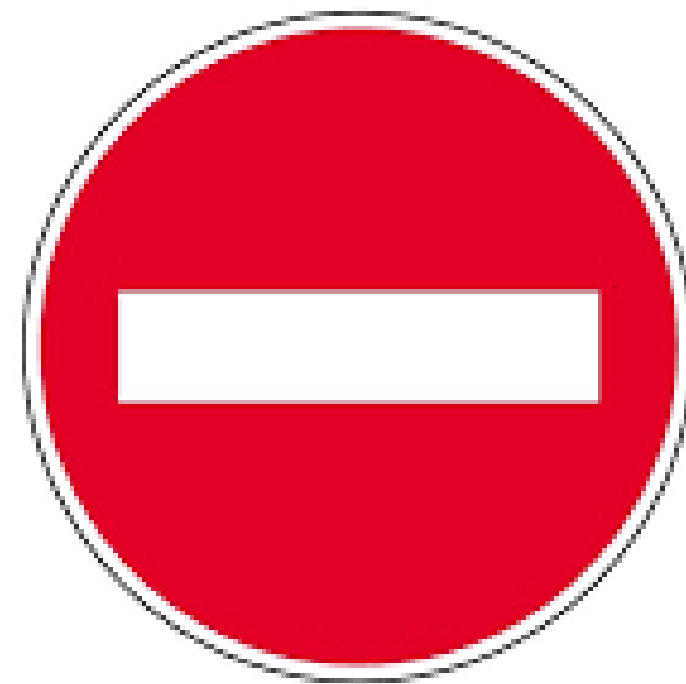
- AIH Staff
- Oryx Dry Cleaners
- Others
- Mozoon
- Alterations
- Service Center - Watches
- Online orders

Submit

Support Dashboard										
50 OPEN TICKETS 1 CLOSED TICKETS										
+ New Ticket Refresh Close selected Delete selected Export										
Affected to: all Status: all Type: all Tags: all Hide closed tickets										
ID	SUBJECT	CREATED BY	AFFECTED TO	STATUS	TYPE	TAGS	CLOSED	CREATED AT	View	Edit
<input type="checkbox"/>	51	Points addition	Eresha_test Dimbulane	Inprogress	Technical support	Oryx Dry Cleaners Mozoon Alterations Service Center - Watches Online orders Products & Items Service Center - Luggage	No	Mon, Jan 17, 2022 6:41 AM	View	Edit
<input type="checkbox"/>	50	Points addition	Eresha_test Dimbulane	New	Technical support		No	Mon, Jan 17, 2022 6:11 AM	View	Edit
<input type="checkbox"/>	49	nbv	khoulood barhouni	New	Technical support	Oryx Dry Cleaners	No	Fri, Jan 14, 2022 2:21 PM	View	Edit
<input type="checkbox"/>	48	transfer loyalty points	khoulood-barhouni	New	Technical support		Yes	Mon, Jan 10, 2022 11:31 AM	View	Edit
<input type="checkbox"/>	47	Points addition	Eresha Dimbulane	New	Other issues		No	Wed, Jan 5, 2022 12:58 PM	View	Edit
<input type="checkbox"/>	46	Test	Testo Testo	New	Technical support		No	Tue, Aug 17, 2021 10:18 AM	View	Edit

Please Note :

All the above is subject to access rights and is governed by a validation workflow



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thank you.