

**MAGIC**  
Integrating Magic eService™  
Tomorrow's Solutions  
Today

# MAGIC Applications eService™

Magic eService™ provides the key to improved customer satisfaction and retention. As quality of service increasingly becomes the factor differentiating you from your competition, a responsive and cost-effective service center becomes more essential than ever. Magic eService is an entirely web-based enterprise-level customer service management system which streamlines service workflow and provides you with a comprehensive picture of your service department in real time. With the right information at your fingertips, you can gain control and manage your service department as a profit center.

Brings you the power and flexibility of a **Magic Application™**...

- Powerful database transaction capabilities
- Completely configurable and customizable
- Easy integration with existing systems
- Database and platform independence



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# Entirely web-based, 24 x 7 service for real-time ma



Service agents view all new and ongoing interactions with the customer and can immediately respond

## Comprehensive Service Management

Magic eService enables the complete tracking and centralized management of each customer interaction from first contact to problem resolution. Customers receive immediate and personalized attention through round-the-clock, interactive service, while management tools measure service department profitability, cost and resource allocation for better decision-making. Completely web-based, Magic eService significantly reduces overhead and enables effective, long-term customer service.

## Long-Term Service for Complex Problems

Magic eService provides an ideal long-term service solution for problems requiring extended back-and-forth correspondence between service agents and customers. Using simple drop down menus, agents and customers can easily define the most complex technical details of a product or problem. All web interactions, e-mails and file uploads are centrally tracked and documented as part of a single service workflow.

## Follow-the-Sun Service at Reduced Costs

Using Internet-based virtual support centers, Magic eService gives you the flexibility to employ agents anywhere and eliminates the

need to maintain physical service centers around the world. Service agents can work from home, in the office or in any geographic location you choose. Virtual support centers dramatically reduce overhead costs, while ensuring your customers 24 hour, 7 day a week browser-based international support.

## Real-time Business Pulsing for Management

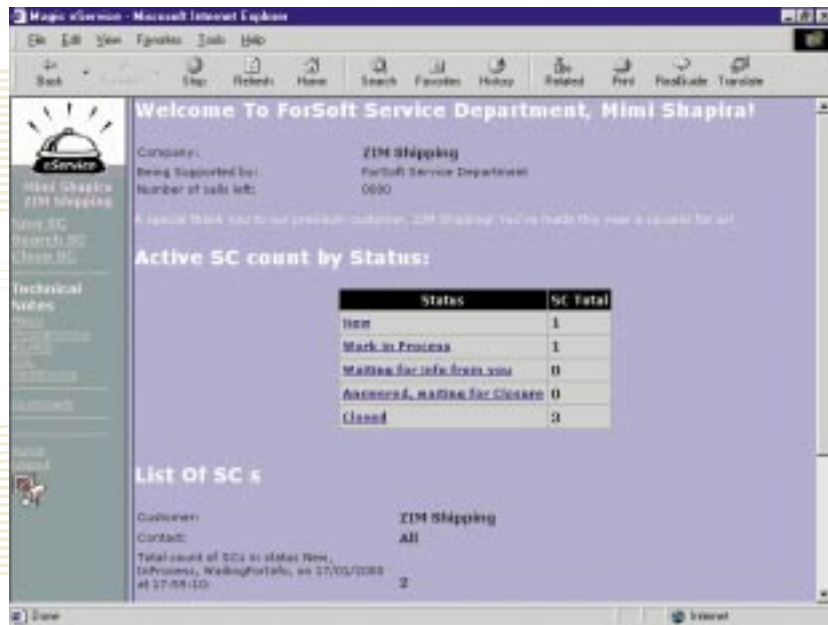


Business pulsing provides management with an online snapshot of the service center at any given moment. The system automatically alerts management, sales personnel and service agents of any problems in areas such as service request distribution or customer satisfaction levels - keeping everyone on top of the situation.

## Centralized Workflow Enables Easy Tracking

Magic eService functions as a centralized management system containing all customer interaction data. As a service request is routed through the system, a sophisticated alert system informs personnel if responses are overdue and escalates status of requests when necessary. Customers, agents and managers can track the status of a service request at any time.

# enhanced customer satisfaction and management



Through personalized web pages, customers can view their own complete service history, open and close service requests or search the knowledge base

## Convenient Self-Service for Customers

Magic eService enables customers to gain control over the service process. Customers can initiate a service request online and track it to completion via the enterprise web site or through e-mail notification. In addition, an interactive database of tips and previously solved customer requests allows customers to find solutions on their own.

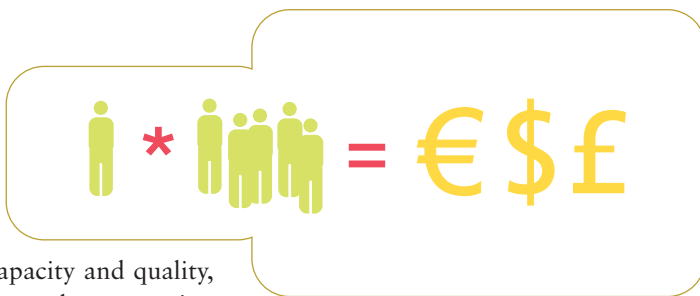
interacts with other systems to ensure that your customer repository is complete and consistent throughout the corporation. Data can be imported from ERP systems, and data gathered in eService on product issues and unresolved problems can be transferred as working input to product development teams.

## Make your Service Center a Profit Center

Magic eService keeps your finger on the pulse of service capacity and quality, helping you transform your department into a profit center. Through Magic eService's comprehensive set of reports, service managers can clearly assess performance including resource efficiency, agent response times and service contract revenue. Understanding the current status of operations at all times enables better control, management and decision-making. Managers can avoid potential problems and plan the next step towards increased profitability.

## Reduced Cost of Ownership

Magic eService's browser-based client architecture removes the need for expensive PC-based clients. There is no need for upgrades or data changes in numerous clients over the lifetime of the system. Customers, service agents and management interact with Magic eService via web browsers, dramatically lowering maintenance overhead and the total cost of ownership. Remote service agents and offices can easily access the system without investment in costly hardware or software.



## Simple Tailoring for Rapid Implementation

Magic eService's code-free tailoring capability allows you to easily adjust the system to completely fit your business. The parameter-based system lets you define the business rules, workflow, alerts and definitions according to the way your business works. Learning curves are short and training time is minimized. The system can also be easily customized to incorporate your corporate look and feel, enhancing company branding.

## An Essential CRM Building Block

Becoming customer-centric means integrating your customer information from all areas of the enterprise. Magic eService openly

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## About the Magic CRM Suite

In recent years, successful customer retention has overwhelmingly proven to be the key to profitability, and as a result, Customer Relationship Management (CRM) systems have made the customer the focus of today's enterprise. Magic's CRM suite provides a comprehensive and integrated approach to CRM. This approach enables the primary customer contact points, such as sales, marketing and service, to share one information base that creates one consistent picture of the customer. An integrated solution ensures the optimization of customer-related business processes and a high level of customer satisfaction.

The Magic eService customer service management system is an essential element within the total Magic CRM strategy. Keeping both customers and management abreast of service performance in real time, Magic eService enables better management and control of the service department as well as improved customer service and retention.

Transform your business with these CRM products from Magic Applications:



## Specifications

### Platform Support

Windows 95/98, Windows NT, Linux, SCO UNIX, Alpha UNIX and NT, IBM AS/400, IBM RS/6000 (AIX), HP 9000 (HP/UX), SUN Solaris 2.4

### Database Support

Oracle, MS-SQL Server, ODBC, Informix, DB2/400

### Middleware Support

MQ-Series, Magic Request Broker