



## **IMA's EDGE – The CRM Call Center Solution for MKS users**

EDGE® is a complete CRM development and systems integration environment that is tailor-made for forward-looking organizations that view customer interaction as strategic and see their call centers as profit centers that increase customer loyalty and revenues.

EDGE is a software platform built over a collection of customer interaction tools and components. Some components include CTI, integration to relational databases, email, fax, IVRs, workflow, and legacy systems integration. It includes an Integrated Development Environment that enables you to quickly assemble these components to build true-fit, customer interaction applications. There is an application framework that enables you to rapidly deploy personalized, call center applications that meet very specialized business requirements. As a result, your agents get a total view of all customer history, inbound/outbound activity, profile information, lead information, account history, scripts, and sales data – seamlessly integrated on a single screen.

EDGE's open systems architecture supports tight integration to your legacy applications via MQ-Link (IBM, MQ Series), 3270 Gateway, and client/server standards like Active X, DLL, OLE, ODBC, and DDE. Additional technical components allow you to integrate call center applications with telephony devices such as your PBX, IVR, and predictive dialer

EDGE applications may be integrated to multiple, relational database devices (Oracle, Sybase, Informix, MS-SQL/Server) to record every detail of your customer interactions. CTI data such as ANI, DNIS, Call ID, IVR details (details before call was passed to agent) can be captured by EDGE and combined with interactive data such as responses to scripts, demographic questions, orders, agent comments, and more

EDGE comes with a series of reports that measure agent productivity, wait time, talk time, wrap-up, and break time. The Ad Hoc report facility is used to design and generate custom reports. It is fully ported and certified on Windows with MKS Toolkit for Enterprise Developers (formerly MKS NuTCRACKER).

### **About IMA**

IMA is positioned to meet the needs of today's global corporations, who are launching or transitioning from CRM to eCRM. We will help organizations analyze, design and deploy enterprise-wide CRM and eCRM solutions-using both IMA's award-winning CRM products and other market-leading eCRM technologies and products-to meet their customer-driven needs with maximum efficiency and ROI.