

SUCCESS STORY



SALESLOGIX GOES BEYOND CRM FOR REWARDS2K.COM

KEY ACHIEVEMENTS

- Upgrade from contact manager to SalesLogix provided an extremely flexible database, helping manage and promote dramatic growth
- Implementation performed at 20% of the cost and in a fraction of the time estimated to customize contact manager – and the contact manager still couldn't have done the job
- R2K now has holistic view of its members, both as a group and individually
- Merchants' offers can now be tailored to appeal to specific customers
- With easy customization, SalesLogix is capable of handling many administrative functions, such as reward point system, fulfillment, inventory



CUSTOMER SUMMARY

- Retail shopping Web site
- Sales doubling month-to-month
- Microsoft® SQL server
- 88,000 Records
- 1.5 GB Database
- Initial system rollout in 3 weeks

Retail Web portal Rewards2K.com tried using a contact manager, but with sales doubling most months, the solution just couldn't keep up. Interactive Business Technologies, Inc., quickly implemented SalesLogix for Rewards2K and now the company is more efficient and supporting dramatic growth with more complete customer relationships, plus the power to automate tasks beyond the traditional reach of CRM solutions.

Put yourself in this situation: Your retail portal on the Web already has nearly 60,000 members and you're gaining 300 new ones every day. Most months, your sales double. In the slow months, sales increase by only 50 percent. *Fifty percent!* In a *slow* month!

Dream or nightmare?

That's the question faced by Rewards2K.com (R2K), which offers its members one-stop on-line shopping with nearly 300 merchants. When they make purchases, R2K members earn points they can use to purchase additional merchandise.

Part of the portal's development included the creation of tools to capture and track information about members. The resulting database would then be used to develop special offers personalized to each member's interests and for traditional marketing uses.

But, of course, Web developers are hired for their ability to build attractive, easy to use Web sites; not necessarily for their front- or back-office expertise. As Patrick Shabram, R2K's Director of Operations noted, the site was capturing lots of information about their members, but R2K

"really had no way to look, see, and feel who exactly they were." That's when R2K hooked up with Interactive Business Technologies, Inc. (InteractiveBT), for tools that, as Shabram said, "would allow us to get more intimate with our members."

R2K's timeline was very tight, so InteractiveBT initially recommended and implemented a contact management solution to organize the member database.

CONTACT MANAGER NOT THE SOLUTION

But it soon became apparent that R2K's rapid growth was quickly outpacing that solution's capabilities. InteractiveBT and R2K found that the contact management database came with serious limitations. InteractiveBT developed workaround solutions in an effort to keep R2K's system functional, but InteractiveBT soon saw that continuing to deal with the software's limitations would become too expensive, complicated, and labor-intensive.

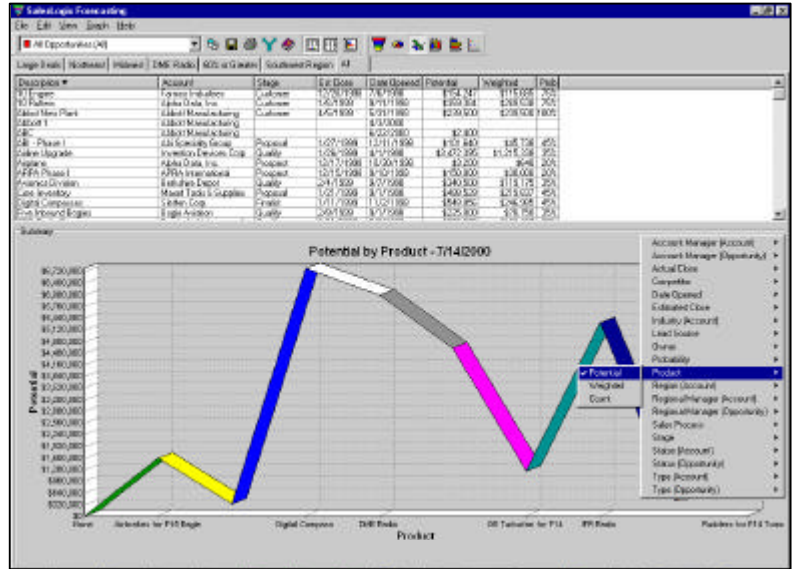
Fortunately, InteractiveBT had recognized the growing needs of R2K, as well as other customers, and had begun investigating full-blown electronic customer relationship management (CRM) solutions. That search led to SalesLogix.

"One of the main things we pride ourselves on at InteractiveBT is giving our clients the best solution," said Rick Sarmiento, President of InteractiveBT. "It was obvious to us that SalesLogix would give R2K the robust capabilities that their business required."

SalesLogix offered R2K:

- A database structure free of limitations
- Complete customization
- A true CRM solution that would manage relationships, not just contacts
- The ability to handle dramatic growth

One of the sales management reports SalesLogix is able to produce without customization is a Potential by Product chart. It can be easily and instantaneously modified through context menus.



It was clear that SalesLogix would provide the capabilities R2K initially needed straight out of the box or with a minimum of customization.

The initial implementation was rolled out in three weeks, with further customization taking place over an additional six weeks. Had R2K stuck with the contact manager, months of arduous original programming lay ahead and, even then, many features available immediately through SalesLogix would still be missing.

Rewards2K.com realized cost savings, too. Moving to SalesLogix cost only 20 percent as much as projected for custom programming the contact manager!

“Now,” said R2K’s Shabram, “we’re really treating our members less as names in a database, and more as contacts for us, in a business sense.” R2K now knows more about who its members are, where they like to shop, and what types of offers might be attractive to them in the future.

“SalesLogix offers a way for us to track trends among our members as a group, while also giving us the ability to look at individuals; who they are and what they like,” Shabram continued.

BENEFITS BEYOND TRADITIONAL E-CRM

Once R2K began to understand how flexible SalesLogix is, they came to the realization that it could help the company in many ways that reach beyond the traditional bounds of CRM.

For example, R2K gives its members one reward point for every dollar they spend with its merchants. It sounds simple, but when credit card charges are denied, or a member returns a purchased product or takes advantage of a special offer, tracking points can get pretty complicated. With InteractiveBT making the customizations, SalesLogix will soon be helping R2K administer the process of presenting rewards points by applying business rules that take these situations and many others into account,

ensuring that members are awarded the proper number of points.

“Making sure we have a dependable way to track these points is a significant part of our business,” Shabram said. “Our SalesLogix system enables us to do some quality control checks to make sure everything’s working as it should, both for us and for our merchants.”

And that’s not all, said InteractiveBT’s Sarmiento. “We’re looking to tackle so many areas that normally require a variety of other products. The customization and real-time capabilities of SalesLogix will give R2K so many advantages.”

With SalesLogix, R2K will be able to bring back in-house many functions that the company currently outsources. “We eventually plan to handle fulfillment and inventory through the system, plus customer support,” Sarmiento added. “R2K will be able to take a lot more ownership of many of these areas in a more cost effective manner as they continue to grow the system.”

“SalesLogix is an important part of uniting a company’s front and back offices,” he concluded. “It’s *that* open-ended.”

BUSINESS PARTNER

Interactive
Business Technologies, Inc.

Interactive Business Technologies, Inc. (InteractiveBT), is a leader in e-business services focused on applications for front, back, and Web office integration, primarily Customer

Relationship Management Solutions. InteractiveBT can target sales, marketing, service information, information technology, accounting, customer service – virtually any and all areas of for fully-integrated e-business solutions.

Interact Commerce is the leading relationship management software provider for mid-market and small office/ home office businesses. Its easy-to-use products include mid-market customer relationship management (CRM) leader SalesLogix used by more than 3,300 businesses; and best-selling contact manager ACT! used by more than 3 million professionals and 11,000 corporations.

The company’s products implement fast for anytime, anywhere access to critical information. SalesLogix integrates with leading back-office software for a complete view of the customer. Distributed and sold in 67 countries worldwide, SalesLogix and ACT! dominate the high tech, real estate, financial services, manufacturing, marketing, and consulting industries. Interact Commerce is in Scottsdale, AZ (www.interact.com).