

## ACCPAC eCRM is Making Waves

If you haven't noticed, ACCPAC eCRM is hot and it is the only Web-based, fully integrated front-office/back-office operational CRM solution in the industry. ACCPAC eCRM is a single integrated solution that includes Sales Force, Marketing and Customer Care Automation. Its integration with ACCPAC Advantage Series provides real-time access to vital back-office data and customer information.

eCRM's role as a sales force automation tool can help you distribute leads automatically to sales professionals around the world.

## Life Tips

**Few things can help an individual more than to place responsibility on him, and to let him know that you trust him.**

— Booker T. Washington

eCRM also provides you with a complete solution to better manage your marketing efforts and make sound decisions based on what your customers and prospects want and how they respond.

eCRM delivers superior contact management by making available the most up-to-date and complete customer data at your salesperson's fingertips.

*Now the price of ACCPAC eCRM Discovery Edition has been realigned to compete with lower market products such as Goldmine, ACT and Maximizer. Contact us for more information.*

## Making a mistake is a chance

People sometimes make mistakes at their workplace. Mistakes occur as a result of different reasons such as lack of information, wrong information, misjudgments, forgetfulness, carelessness, or lack of experience, etc.

People, in general, hesitate to accept their own mistakes. They try to defend themselves and justify the mistake by the doing the following:

1. Try to prove it was not a mistake.
2. Blame others for their mistakes.
3. Explain the mistake was unavoidable.
4. Saying "Everybody makes a mistake, I am not a God"

These excuses make the situation worse in most cases. Or at least it is fair to say that it does not improve the situation in any way. Other people listening to them will lose patience and get annoyed. Soon they will realize that the mistake has become a tragedy.

By the way, when other people find your mistake, what is your response? There is nothing wrong to make mistakes. It is, as a matter of fact, the best op-

portunity for you to improve yourself. What differentiate between the tragedy and the opportunity, then, is how you deal with the mistake. The better ways to mend the mistake are by doing the following:

1. Have courage to accept your mistake.
2. Take actions to correct the mistake as quickly as possible.
3. Contact those people involved.
4. Share your mistake with other staff in your company.

One of my colleague is a clothing store manager. One day in Christmas season, a customer called the store and complained that a shirt they bought on that day was defective. They would go on trip next day and bring the shirt to the trip. They had no time to come back to the store and exchange it on that day.

The manager promptly apologized to them, checked the inventory, and made sure that he had the same shirt on hand. Then, he decided to bring it to their house. The customer accepted his offer, although he could only get to their house around midnight due to the busy sale season. It took him more than 1 hour to go to their house, and by the time he went back to his home, it was almost 2 o'clock in the morning.

Then, the customer visited the store after they came back from the trip and thanked him. They applauded his quick action. Guess what? The customer became a loyal customer to the store.

If he had just have apologized and had not have made the extra effort to go to their house on the same day, the store must have lost the customer. He created a loyal customer even though the store failed to deliver a good merchandise. When you find you made a mistake, it is in fact a chance - a chance to make it better. So do not miss it.

— OpenAxis, Inc.



At OpenAxis, we focus on the implementation of IT solutions for small- and medium-sized businesses.

We provide management and computer consulting services by identifying issues, implementing solutions, and managing all your IT needs.

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### **OpenAxis, Inc.**

901 Corporate Center Dr. Suite 400  
Monterey Park, CA 91754

Phone: (323) 265-3000  
Fax: (323) 265-3330  
Email: [info@openaxis.com](mailto:info@openaxis.com)  
[www.openaxis.com](http://www.openaxis.com)



- Review what you charge customers for specific services or products. Would the market bear an increase?
- Review your business' overhead and compare it to last year's. Are there any areas where costs could be reduced?
- Review vendor pricing. Determine if specific services or products can be acquired for less elsewhere.
- Prepare a budget for 2003.
- Review year-end aging of accounts receivable, comparing the receivables over 90 days old to the same for last year. Discuss any significant shifts in receivables aging.

#### Operations

- Review your company's billing and collection policies, and revise as needed. Discuss internal compliance by related employees.
- Is your office or plant in compliance with OSHA regulations?
- Review records retention policies.

#### Human Resources

- Prepare and review employee performance evaluations.
- Review payroll and discuss employee pay raises for 2003.
- Review payroll records for compliance with federal rules and regulations.
- Determine if your company meets all federal and state labor laws.
- Evaluate your employee benefits package. Will it attract new quality employees or help you keep existing, valued employees? Make changes as needed.
- Review employee job descriptions and the employee manual. Revise as needed.

#### Contracts

- Review contracts with independent contractors and determine if they would pass IRS scrutiny on worker status.
- Review compensation formulas.
- Review your company's buy/sell agreement.
- Review and discuss all other practice contracts.

#### Marketing

- Discuss customer and client satisfaction with your business' products and services.
- Discuss strategies to increase market share and customer satisfaction.
- Review current marketing activities and design new strategies for 2003.

## **Business Tips: Time For Your Business' Annual Checkup**

There is no better time than at the start of a new year to perform a "checkup" of your business' operations and assess how well they fared last year.

Use the following checklist as the basis of conversation in a planning session between you and your key personnel. It will help spur you on to develop new strategies and goals for 2003 and beyond.

#### Finances

- Compare the income and expense stats from 2001 with those of 2002.
- Review the business' collection rate and accounts receivable ratio. Are the statistics reasonable for your industry?

Have a question on Microsoft Windows or Office products?  
Ask our specialists and they can answer you on this newsletter.  
Please feel free to email your question to [techsupport@openaxis.com](mailto:techsupport@openaxis.com).