



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.

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.

Life Tips

Perhaps too much of everything is as bad as too little.

—Edna Ferber

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.

High Employee Turnover Costs a Lot

Employees can easily leave our company whenever they want to. When that happens, the company has to look for replacement staffs and train them again. Employee turnover costs a lot to the company. The followings are some of the costly results:

- Ex employees quite often spread rumors about the company and cause bad image to the company.
- Company executives have to spend time on recruiting replacement staffs. They may even have to pay agency fees in some cases.
- New employees need training. It means that somebody in the company has to prepare for the training and spend time to get the new employees up to speed.
- Efficiency of the company's operation could also be affected until the new employees get used to its operation.

These above costs are hidden, yet they are very expensive to the company. Quite often, company executives do not recognize these wasteful recruiting

and training processes because they are too busy with the daily operations.

Why do people leave the company? There are several common reasons why they leave the company, such as:

- They find higher compensation packages from other companies.
- They find a company, which is closer to his or her home.
- They have to go back to their hometown to help their families.

Some of these reasons are inevitable and uncontrollable to the company. We cannot do much to lower employee turnover caused by the reasons above. However, if it is caused by some other controllable reasons, such as bad working environment, traditional company culture, etc., it might be worth for us to make an effort or to pay attention to lower employee turnover.

Employees' attitude to the company is a reflection of the company's management philosophy. Management's attitude toward the employees is the most

crucial and determining factor in controlling employee turnover. If the management respects the employees, the employees will respect the management back and build loyalty to the company. They will pay more attention to their colleagues, customers, and vendors. If the management always blames employees or complains to the employees, the employees will also blame and complain to the management. This will result in low job loyalty and will eventually end up with the employee leaving the company.

The management and employees have to respect each other and work together for the good of the company. Their relationship is a mirror image. We cannot change the image in the mirror unless we change ourselves. Before the management can change the employee's attitude, the management needs to look at itself and change the management's attitude. Only then, the employee's attitude will change accordingly.

(To be continued)

For more information, Please call (323) 265-3000 Yuji Ioriya or Hendry Sondjaja

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.

Comprehensive Solution:

- Accounting Solution
- Operation Solution
- Manufacturing Solution
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- E-Commerce Solution

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ACCPAC advantage series powered by Crystal Reports has various report– customizing function. You can create your own invoice anyway you like. In addition, it provides you with critical data analyzing tool that helps you make quick and informed decisions.

Invoice: Great Business Development Tool You Already Have!!

Smart business owners are finding that their invoices can be used as cost-effective marketing tools. Usually, when we think of business development tools, brochures, direct mail pieces, and traditional advertising will be the first to pop into our minds. However, when you come to think about it, the invoice goes out regularly, it's personalized, and it always gets read! How many brochures, direct mail pieces, and ads can guarantee that kind of attention?

The trick is to add some type of marketing message to each invoice. Almost every accounting system now on the market features the ability to produce attractive, well-formatted statements and customer messages on laser printers. This new technology allows you to produce professional looking invoices without resorting to expensive, preprinted forms. Some systems even allow customized messages based on previous customer purchases and other information stored in the system. For instance:

If you are a retailer, you can inform your customers of new products or can highlight new uses for the product being purchased.

Law firms, medical practices, and other professional service providers can use the marketing messages to cross-sell other services.

A response mechanism, such as a toll-free telephone number, can be built into the message

If you are still doubting whether the extra effort will pay off, remember: An invoice is guaranteed to cut through the direct mail clutter. Even in companies where invoices are processed by an accounts payable department, they are usually first scrutinized and approved by the decision-maker who placed the order!

With the recent postage increase on first-class mail, as well as rising paper costs, it just makes sense to get as much mileage out of those monthly statements and invoices as possible. So, make your invoice a regular part of your business development strategy. Don't pass up this easy, inexpensive way to communicate and enhance customer and client relationships!

Have a question for Microsoft Windows or Office Product?
Ask our specialist and they can answer on this newsletter.
Please feel free to email your question to techsupport@openaxis.com.