



*e-business solutions when you need them*

# CallBase<sup>®</sup> CRM

Use CallBase as a hosted web service for a fast and economical implementation. Also available for client/server and mainframes or as a dedicated web application portal.

[www.callbase.ca](http://www.callbase.ca)

## CallBase<sup>®</sup> CRM Core Features

- Customer Relationship Management
- Handle inbound enquiries and escalation
- Establish Web Catalogue and automatic order fulfillment
- Standardize corporate information with the KnowledgeBase Module
- Track Issues, Complaints and Referrals
- Work Flow and Approval Module
- Manage Outbound Campaigns
- E-Newsletters, E-Mail Broadcast, E-Mail Integration
- Inventory Control, Multi and remote warehouse module
- Statistical Reports
- Bilingual (English / French)
- Task and Project Reminders
- Promotion Tracking
- Shipping and Receiving
- Sales and Invoicing
- Ad Hoc Query Reporting Tool

## Additional Features and Services

- CallBase IVR, CTI, ACD
- Unified Messaging, VOIP
- E-Commerce
- Localization and multi-lingual
- WorkFlow Customization
- Fax Broadcast
- Legacy Integration
- SQL Open database
- CallBase iCM, Content Management System
- On-line Surveys
- 128/1024 Fully Secure
- EDI, XML and B2B
- Web integration and corporate branding
- External warehouse interface
- Reservations and Booking Module
- Case Management Solutions
- Telecom Management Module



## Nortak Software Ltd.

### CORPORATE INFORMATION

Nortak Software has been providing Information Management and Informatics Technology (IM/IT) services to government and private enterprises since 1975. We are experienced in many areas of IM/IT service delivery including:

- Call Centre management software
- Client Relations Management (CRM) software
- Integrated Voice Response (IVR) and Computer Telephony (CTI) systems
- e-Commerce solutions
- Application and Website design and development
- Legacy Systems maintenance and development
- Requirements Specifications using IT methodologies (RUP, SET, ITIL, EMF, Zachman)
- Application Re-engineering
- IT Project Management
- Corporate IM/IT Assessments and Needs Analysis
- Social Programs application systems development, maintenance, and support
- Systems Integration and Messaging; EDI, XML, B2B
- Web Site Evaluations
- Infrastructure Consulting
- Feasibility Studies
- IT Risk Management and Security Planning
- Web Content Management and Deployment
- Financial Systems
- Reporting and Tracking Systems
- Work Flow Systems
- IT Training and re-training
- JAD Session management
- Localization, bilingual and multilingual systems
- 24 x 7 System Support and Change Management (CMS)
- Outsourcing and Hosting.

We use the latest industry standard tools to help our customers become more productive with the adoption of our “best practices” approach to IM/IT. Nortak has associations and experience with many leading high-tech companies and their IM/IT tools including Microsoft, IBM, Cognos, Nortel Periphonics, Nuance, Research in Motion, Interactive Intelligence and Oracle.



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Nortak is a Canadian-owned private corporation with offices in Ottawa and Toronto serving a global client base.

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### MISSION STATEMENT

*NORTAK's mission is to provide honest cost-effective services, products and training to our clients, using information technology and a sound understanding of their business processes.*