the Layer®

# Introducing a hosted CRM system designed exclusively for telecoms, fixed-line & IT resellers

## Platform Introduction

The Layer® takes advantage of everything that is unique about the mobile, fixed-line & IT sector and enables you to grow your business by improving control and delighting customers.

Six powerful modules help dealers & resellers gain more leads, convert more sales and retain more customers than ever before.

By implementing The Layer, you will save time, money and benefit from working with telecoms and IT industry specialists.

### marketing
Email & telephone campaign tracking

ROI reporting

### presales
Lead management
Opportunity capture
Email & calendar sync

### sales
Electronic quotations
Pipeline management
Sales performance management

### reporting & finance
Commission reconciliation
Hardware fund management
Line rental subsidies
Reporting suite

### service
Case management
Customer feedback
Knowledgebase
Customer portal

### ordering
Order management
Customer workflow
E-mail notifications
Exception handling
Proof capture

## Accelerate Performance

✔ Increase your opportunities

✔ Increase your sales

✔ Increase your profits

✔ Improve your customer retention

✔ Conduct intelligent marketing

✔ Manage employee performance

# Simplify lead management, streamline processes and record all sales interactions

## Presales Overview

Nurture sales with our advanced presales module, incorporating lead, contract expiry & task management and advanced features such as appointment delegation, scheduling and more. Our presales module also helps you to monitor the number of expiries in your system and the number and quality of opportunities created.

## Key Presales Features

### Generate more opportunities

Using our unique 'work stacks' feature, your team can focus on the most relevant opportunities, generating more appointments.

### Real-time staff performance

Bookings, tasks and expiry captures can be easily monitored, ensuring team leaders can keep an eye on staff performance at all times.

### Improve communications

With email templates, your team can send appointment booking requests, quotations and reminders while adhering to brand guidelines.

### Microsoft Exchange® integration

Avoid duplication using The Layer's Exchange integration facility. Send mail and sync calendars with your Exchange/Office 365 account.

### Contract expiry management

Your team can capture contract expiry data, ensuring that customers with expiring contracts are contacted at just the right time.
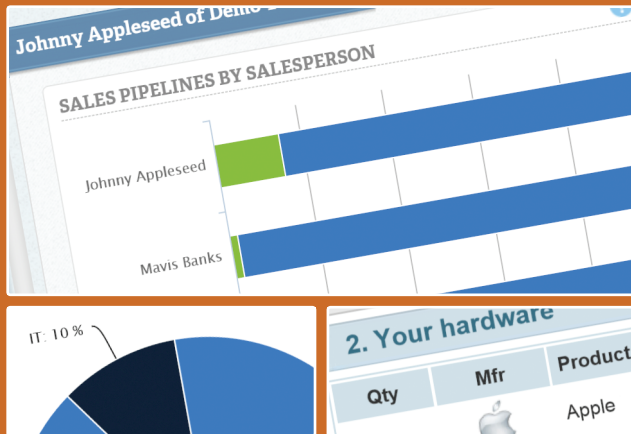
### Capture relevant data

Improve the quality of data captured by sales people by taking advantage of our form facility which helps to gather core customer information that can be used later for marketing & prospecting.

# Manage quotations and sales and stay on top of pipelines, maximising profitability

## Sales Overview

Let your sales team flourish by gathering critical data from the field, creating live quotes, receiving electronic signatures and having the ability to manage opportunities and pipelines with a few clicks. Making their life easier means that you have an accurate view of performance, including regional or company wide sales performance.

## Key Sales Features

### Tools to help your team beat targets

Powerful forecasting tools allow your sales team to spend more time prioritising high value and high probability opportunities.

### Real-time sales performance

With customisable alerts and multiple sales dashboards to choose from, sales data is always instantly available at all levels of the organisation.

### More time selling, less time on admin

Featuring workflow based order management, electronic signatures, pipeline management and more, your team can focus on selling.

### Quotation builder & e-sign facility

Create and share customised quotations for potential customers in minutes and allow customers to accept a deal with a single click.

### Smart ordering workflow

Won quotations can automatically progress to ordering stage, leaving the salesperson free to proceed to their next opportunity.
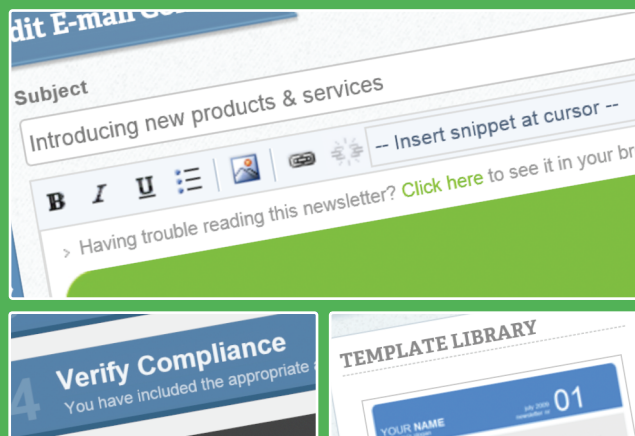
### Opportunity management

Our smart 'work stacks' will help your team stay on top of their high volume opportunities and tasks and reminders will prompt action.

Watch the sales video online at thelayer.com

# Create highly targeted campaigns with maximum reach and conversion

## Marketing Overview

Use data collected within other modules to create highly targeted marketing campaigns. This tight integration means you'll be able to contact your customers and leads and get the best results. Our marketing function enables you to monitor the success of your marketing efforts and therefore helps you to invest funds on those campaigns that work and avoid those that don't.

## Key Marketing Features

### Target your existing database

The Layer's marketing module is compatible with work stacks, meaning you can target subsets of leads & customers from across the platform.

### Intelligently target responses

Create follow up phone calls with a few clicks and allocate them to anyone within your business, maximising conversion opportunity.

### Send service updates to customers

Use our marketing module alongside our service work stacks to send updates to all customers or a subset of your customer base.

### Integrated email campaigns

When email campaigns are sent to customers or leads, full history is stored against the customer record.

### Reporting and click through data

Find out who opened your email campaigns, clicked on links, forwarded or unsubscribed via our reporting system.
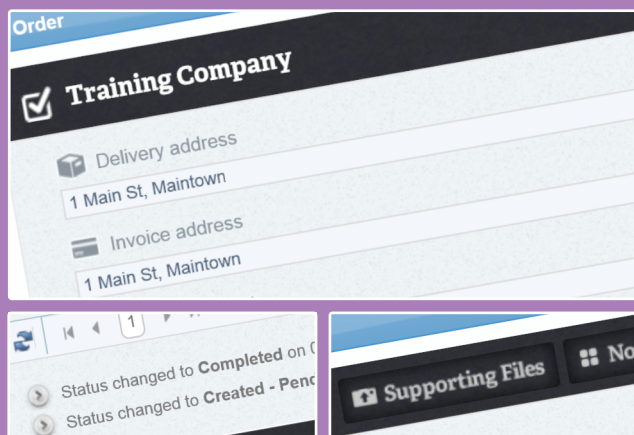
### Easy-to-use email designer

Use our design service or create your own customisable email campaigns. Need inspiration? Browse our template library.

Watch our marketing video online at thelayer.com

# Ensure that all products and services are connected and dispatched efficiently

## Ordering Overview

Our order processing module, provides a real-time view of order status. This helps the order processing team to manage order approvals, credit checks, porting dates and stock dispatch, ensuring valuable sales are processed in a timely manner. Managers and sales staff can see how many orders are connected and customers receive goods in a timely manner.

## Key Ordering Features

### Monitor order status in real-time

The Layer's order processing module allows you to monitor the order journey at a glance, including full history of customer contact.

### Maintain compliance

With proof management and e-signatures, you can better manage your compliance levels with suppliers and include your own T&Cs.

### Auto-populate customer profile

Once an order has completed, customer product data will be updated automatically, passing the process seamlessly onto your service team.

### Keep your customers in the loop

With email notifications and online tracking, your customers will be kept in the loop at all times, increasing satisfaction and reducing calls.

### Manage stock

Manage incoming and outgoing stock with our stock management module, resulting in high visibility of your company's inventory.
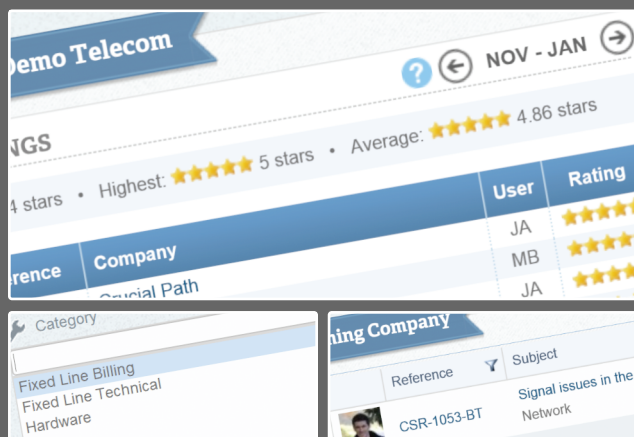
### View real-time order statistics

With our unique 'work stacks' system, your processing team can keep an eye on open, completed and pending orders at a glance.

## Watch the ordering video online at thelayer.com

# Manage cases, complaints and retain key knowledge with our searchable knowledgebase

## Service Overview

Thriving at winning new business is great as long as you retain your existing base. Look after your customers with our dedicated Service module. With a highly customisable case management system, workflow, live widgets, product management and more, your customers will never feel forgotten. On those occasions where a customer isn't completely satisfied you'll be able to identify it quickly and take swift action to resolve it using our easy feedback system.

## Key Service Features

### Powerful case management

Industry leading case management tools allow your team to log and track cases through to resolution, all from our web based interface.

### SLA management

SLA s can be applied to case categories and sub-categories and used in conjunction with workflow to ensure targets are met.

### Online customer portal

The Layer's customer portal enables you to integrate a self-service ticketing system onto your company's website with minimal effort.

### Smart notifications & workflow

With the ability to configure reminders at almost any stage of the case lifecycle, your users will always be aware of SLA expectations and neglected cases.

### Instant customer satisfaction feedback

With our case rating system, your customers can provide instant feedback on the quality of service, ensuring the highest service levels are achieved.

### A bird's eye view

Stay on top of your workload with our service work stacks and reporting widgets, ensuring customer cases are never forgotten.

## Watch the service video online at thelayer.com

## Backed up with the #1 reporting widget suite, targeted at the mobile, fixed-line & IT industry



## Reporting & Finance Overview

Having a high performing lead generation team, top performing sales team and fantastic customer & admin support is key, however, ensuring that you are being paid correctly from your suppliers and managing your outlays is vital. Our finance module ensures that you can monitor commissions and invoices due from both customers and suppliers.

## Key Reporting & Finance Features

### Ensure full payment from suppliers

With our online commissions view, you can view and track all expected payments from suppliers, from commissions to ongoing revenue.

### Manage cashback & LRS

Your sales & service teams can manage hardware funds, cashback and line rental subsidies within the customer profile.

### Spreadsheet import facility

With suppliers providing commission statements or financial reports in spreadsheet form, you can easily import and reconcile such files.

### Integrated commission reconciliation tool

Update commission payments as they're received for a real-time view of your company's financial status.

### At a glance financial analysis

Our sales reporting widgets show an 'at a glance' view of business performance, from base size & ARPU to outstanding commissions.

### View profitability by order

Easily break down profitability per order and identify those less than profitable deals, enabling you to take the appropriate action.

Watch the finance video online at thelayer.com

# A robust hosting infrastructure and trusted technical partner

## Platform Overview

The Layer is hosted on a scalable cloud-based infrastructure, housed in multiple Tier 1 carrier facilities in Europe. Our SAN-based storage infrastructure is fully geo-redundant and backed up on a daily basis.

Our architecture design ensures that the latest security protocols are adhered to. We invest heavily in our infrastructure and disaster recovery strategy to ensure that access to our software is maintained and that your data is safe.

We also adhere to strict software test and release schedules and data-flow is closely monitored all the way from our back-end service agents through to our client facing application.

The security of your data is our main priority and as well as providing AES-256 encryption as standard, we encrypt your data at data source to ensure your information is always protected.



## Technical Details

✔ 100% cloud hosted solution

✔ Geo-redundant infrastructure

✔ AES-256 security

✔ Fully managed backup service

✔ Powered by Microsoft technologies

✔ Private & public file hosting options

✔ Full RESTful API available upon request

We design usable, accessible systems that do exactly what they should.
We don't go for style over substance and build experiences people can use.

Get in touch with questions via thelayer.com or call us on 03333 222 000

Connect with us on LinkedIn:

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thelayer.com