

Find contacts faster.

Our solution: NAVAX CX Masterdata Hero.

By centralising all data with one interface
you can quickly and easily find your
customer contacts.

And we love it.

navax

navax.com

CX Masterdata Hero

Customer-related data - automatic data synchronisation
relevant information - 360° view - data quality



- ✓ Best practice implementation
- ✓ Individualisation
- ✓ Best practice process training
- ✓ Data import

Your added value

Savings in data maintenance effort

Through synchronised data import functions, customer-centric information is automatically made available at a central point. The NAVAX benchmark for potential savings is up to 20 %.

Master data is essential for the quality of customer relationships

Successful management of customer relationships is only possible for companies on the basis of professional, centralised master data management. 60 % of the companies attribute high relevance to professional master data management.

Shorten response time and accelerate the communication cycle

With real-time digitisation, employees can take up the further processing of customer contacts via internal interfaces without any loss of time, thereby and thus positively strengthen the customer relationship from the very first contact.

Master data as a performance boost for sales, marketing and service

Digitalise 50 % of customer enquiries, reduce manual e-mail tasks and become the industry leader in customer experience. Master data management forms the basis for all these goals.

Use your time wisely to network, look after your partners and win new cooperations.

Digitalisation through **proven best practice processes** for data and information management creates transparency and facilitates the transfer of information within your company. Use your time wisely to network, look after your partners and win new cooperations. High data quality and **a short turnaround time for user processes** in data maintenance are the key. NAVAX CX Masterdata Hero forms the **basis for your digital business processes**.

The NAVAX Customer Experience (CX) experts help you to ensure that your **digitalisation goals** are achieved.

CX Masterdata Hero Package at a glance

Our NAVAX CX Packages are implemented as fully configured packages including a proven process logic and are offered at a fixed price. Below you will find an overview of those functions, which are already covered by our standardised packages. You can conveniently carry out your customer data maintenance activities on the basis of our CX Masterdata Hero Package.

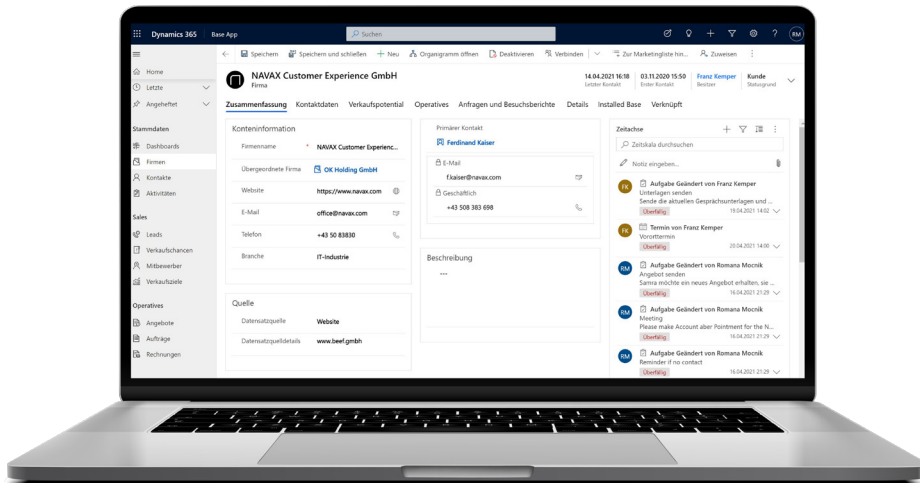
Get started immediately with best practice.

You can instantly access customised forms and views of the data types used. Data types, such as contacts and companies, can be easily maintained according to our best practices for data entry.

Have an overview at all times.

With proven view filters, you keep an overview of all relevant data in your database and the relevant links.

Mapping of company profiles with locations



View of a company profile.

View 360° profile.

Recording and tracking all customer communication for the 360° view makes your work easier in the background. You will find all linked information on one data record.

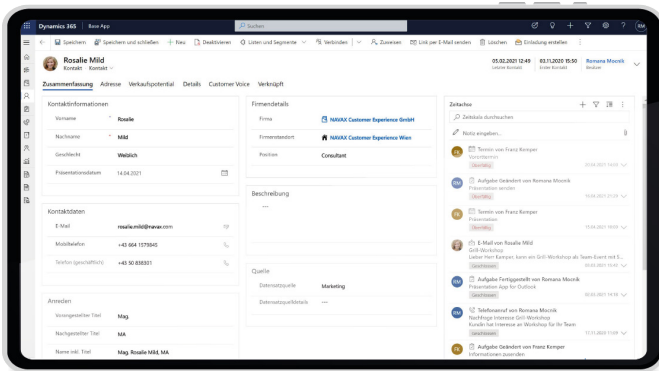
Optional:

- Customer-specific adaptations for fields and forms of the existing data types
- Extension with further required data types
- Etc.

CX Masterdata Hero Package at a glance

Addressing contacts correctly.

Mapping of personal, individual and professional salutations including automatically correct titling.



Preconfigured form of address in the company profile.

A package at a fixed price!

- With proven processes
- Ready configured
- Fast implementation

Track Gloable activities.

Global activity reporting to show the latest customer contact at all levels in order to be able to derive measures from it.

Retrieve linked documents.

The CX Masterdata Hero Package includes an established link to Microsoft SharePoint for your document storage.

Outlook integration.

When using Exchange Online, server-side synchronisation in connection with Dynamics 365 App for Outlook is provided by default and included in the project. Outlook synchronisation is activated for all users activated in the project. The default filter settings are used. If an on-premise exchange server is used, this has to be specified in the project and requires a separate effort estimate for the link.

Import data.

The data import is trained and supervised by NAVAX, the data preparation (= production of a format suitable for import and cleaning of the data) is carried out by the customer. The customer shall ensure that mapping of the data is possible (unique data record numbers). The package includes support and data import for the data types "companies" and "contacts". If further data types are to be imported, this can be agreed upon additionally.