



B-WiseSM Online Sales Counselor Edition

B-WiseSM Online Sales Counselor (OSC) Edition is the industry's first product uniquely designed for builders that have dedicated Online Sales Counselors to respond to the leads they receive online across all communities. The system helps OSC's respond to requests, manage prospects from inquiry to close, conduct online marketing campaigns and reduce the sales cycle by connecting customers to sales agents as quickly as possible.

Additionally, B-WiseSM OSC Edition has powerful reporting and data analysis tools, so managers can see where leads are coming from and which channels are producing the most profitable prospects. Optional edition components include custom e-marketing templates, expanded data analysis capabilities and automatic performance reports for executives (Executive HotSheets).

Optional Features

E-Marketing Tools

Custom e-marketing templates

Custom Data Analysis

Customized analysis reports

Unlimited custom analysis reports library

Award Winner



2005 BEST Sales, Marketing and Customer Service Automation Product



*2005 IT High Impact Product of the Year
2005 Tech Homebuilder IT Innovator of the Year*

Included Features

Lead Aggregation & Rating

- ✓ Automatic leads import from major new home portals
- ✓ Shopper registration from the builder's corporate web site
- ✓ Shopper registration from community specific web sites
- ✓ Centralized leads management and follow-up
- ✓ Telephone leads registration
- ✓ Instant rating and ranking of shoppers
- ✓ Automatic generation of interest lists for "coming soon" communities

Contact Management

- ✓ Automatic "Thank You" email
- ✓ Automated email-based notification upon registration of Internet leads
- ✓ Automated custom follow-up plans based on prospect rating, lead type and source
- ✓ Centralized Prospect file with complete history of all communications and activities
- ✓ OSC calendar compatible with MS Outlook®
- ✓ Automated Ticker file to manage "forgotten leads"

E-Marketing Tools

- ✓ Unlimited email and document library
- ✓ Custom e-marketing campaigns
- ✓ Real-time e-marketing campaign reports with open, bounced back, and click-through statistics
- ✓ Measurement of Search Engines advertising effectiveness
- ✓ 3 generic emails with the builder's logo

Reporting

- ✓ Weekly "sales meeting" report on traffic, advertising and follow-up activities
- ✓ Prospects, Buyers and Realtors reports
- ✓ Powerful shopper query for generation of direct marketing lists
- ✓ Capability to "drill-down" (company, region, division, community) on all reports
- ✓ Tools for sales force management and oversight

OSC Data Analysis Package

- ✓ Set of analysis reports on Internet traffic, advertising effectiveness and prospect profile

Administration

- ✓ User account management
- ✓ Community data administration (info, models, agents)