



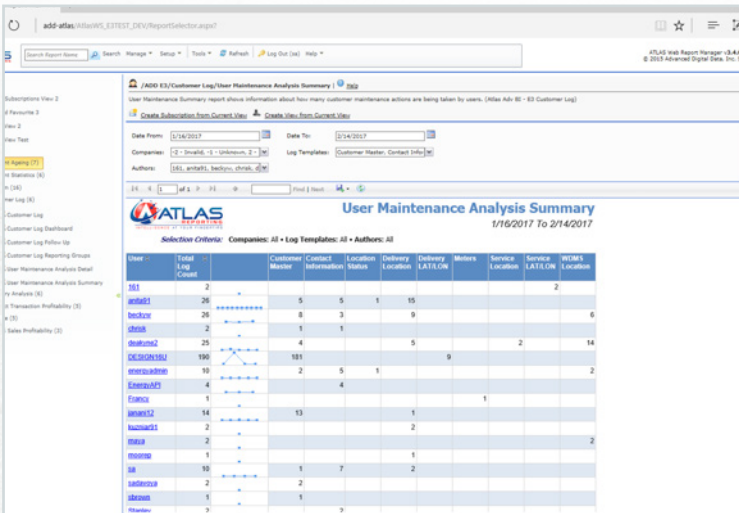
ADD Atlas: Customer Log Module

The capabilities of Atlas have once again expanded to offer both fast Snap Shot Dashboards of performance and deeper insights into your business with the new Customer Log module.

With Atlas, you can view your company analytics and focus on the positive and negative areas that most affect your business

Create subscription based dashboards that offer multi-level drill down capability providing you the detail when you need it and the high level overview when you don't.

Improve your customer service and your marketing efficiency with this one reporting tool.



To ADD more to your business, contact us at 800.922.0972 or email us at sales@addsys.com www.addsys.com

IMPROVE YOUR MARKETING EFFORTS

- Capture and measure your marketing campaigns
- Track customer delivery changes from Automatic to Will Call
- Use your delivery and service GPS coordinates to focus your marketing spend in markets that need deeper penetration
- Measure and track your web traffic and online customer portal activity when combined with the power of SmartConnect
- Create customized marketing efforts based on the customer equipment profile - age, model - that you've collected.

BETTER MANAGEMENT CONTROLS

- Monitor your resources and get notification of past due follow-ups
- Measure the health of your systems
- Track account changes like price modifications, tax changes, by user and by customer
- Manage by exception and be notified when actions can affect your bottom line, like canceled work orders and deliveries.
- Create custom survey templates to capture consumer input and provide management feedback and analysis.

ADD Customer Log

Customer Log remains a key tool of ADD Energy E3. With Customer Log, management can create templates to be used to collect key information about your customers and prospects. In addition, the system will capture activity automatically based on key events. All of this information is available to be used to make your business more efficient, improve your marketing and increase profitability.

