



SOFTSHOE TECHNOLOGY, INC.

SOLUTIONS THAT LET YOU FOCUS ON YOUR BUSINESS
. . . NOT YOUR IT PROBLEMS.

A manufacturer of heavy equipment. . .

- ◆ needed a way to help distributors and dealers follow up on leads.
Softshoe built a system to get the leads to the local dealers by email notification, while providing a way for the manufacturer, distributor and dealer to track the action taken and the results in a real-time report.

A national novelty seller. . .

- ◆ wanted an online store where shirts, mugs, caps, etc. could be ordered online.
Softshoe gave them the capability of accepting orders and payment via secure web access with interface to their accounting and order processing systems already in place.

A major telecommunications company. . .

- ◆ asked for help implementing a direct marketing tool they had purchased.
Softshoe helped them identify, design, and develop modifications with use of external add-ons making their investment purchase pay off.
- ◆ wanted to manage incoming calls for drop service and assist their customer service staff with retention.
Softshoe built an application to help each CSR suggest offers tailored to the customer. Extensive management reporting provides information by market, by call center, and by division.

A major entertainment company. . .

- ◆ needed a consolidated report for a variety of online marketing efforts to measure their effectiveness.
Softshoe developed a database and real-time visual reporting to allow the Executive Staff to see clearly patterns and make decisions for their promotional activities.

A national distributor of roofing supplies. . .

- ◆ wanted management reports to view trends regarding sales activities.
Softshoe created a process to access, collect, review, and organizes existing data to support those decisions.

An online marketplace for art . . .

- ◆ wanted a sales tracking tool for their telemarketing staff.
Softshoe built an application to assign leads, track activity and set follow up appointments.
- ◆ had performance and end user issues with the eCommerce they had developed by a third party.
Softshoe modified the site to increase performance and provide a better user experience.