

*Exceed the
expectations of your
customers
when things go
wrong.*

Ch | Chalk

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Introduction

A loyal customer base is vital to the existence and growth of a company.

Without expensive marketing ploys, repeat orders and word-of-mouth referrals from existing customers add to revenue.

More importantly, businesses are duty bound to provide services to customers since they have already paid for the produce.

Dissatisfied customers are likely to warn others to stay away from a Company.

Statistics show:

- Out of every 100 dissatisfied customers, 91 will never come back.
- The average business spends six times more to attract new customers than it does to keep old ones.

Companies use Chalk to quickly resolve issues and exceed the expectations of their customers when things go wrong.

With Issue analysis, Companies take far-reaching corrective actions.

[buglerock technologies is not the author of the above said research/expert facts]

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Key features

- Capture an Issue in a comprehensive manner.
- Simple Issue Status: *Registered and Examination.*
- Simple Issue Closing Status: *Cannot Resolve, Rejected, Resolved and Will not resolve.*
- Associate an Issue with an Issue type. *Example: Billing, Materials, Logistics. Define custom Issue Type.*
- Associate an Issue with a Product Line. Define custom Product Line.
- Associate an Issue with a Region. Define custom Region.
- Associate an Issue with an Issue Origin. *Example: Make - Sell, Buy - Sell.*
- Set primary and alternate assignees for each Issue to shorten the Issue Resolution time.
Prioritize and resolve Issues quickly.
- One click to access Issues by status.
- Attach Documents to an Issue.
- Associate Tasks with an Issue. *Pop-up alerts will point you towards pending actions.*



- Build a case history with Journal entries.
- Email style messaging system helps you leave a message to the Issue owner. *Example: Send review comments to the Issue owner.*

Key features

- Analysis report captures Root Cause, Root Cause Corrective Action, Interim Containment Action, Permanent Corrective Action and Prevent Recurrence for each Issue.
- Financial Impact captures claim and settlement for each Issue.
- Configurable three levels of Issue escalation. Level 1, 2 and 3. Prevents unauthorized access to Issues.
- Email notifications will automatically escalate open Issues every day at the specified time.
- Issue ownership brings in better accountability.



- Analyze Issues by Issue Type. *Analyze Financial Impact by Issue Type.*
- Analyze Issues by Issue Origin. *Analyze Financial Impact by Issue Origin.*
- Analyze Issues by Product Line. *Analyze Financial Impact by Product Line.*
- Analyze Issues by Region. *Analyze Financial Impact by Region.*
- Analyze Issues by Month and Quarter. *Analyze Financial Impact by Month and Quarter.*

Technical features

- Premise hosted. Critical information accumulated over the years will be secure within your corporate boundaries.

Chalk stores data within your Company and *not* on our web server.

- Web browser based.
- Convex uses standards based enterprise class open source RDBMS.
Store terabytes of data over time and build a precious knowledge base.
- Easy data backup and restore.

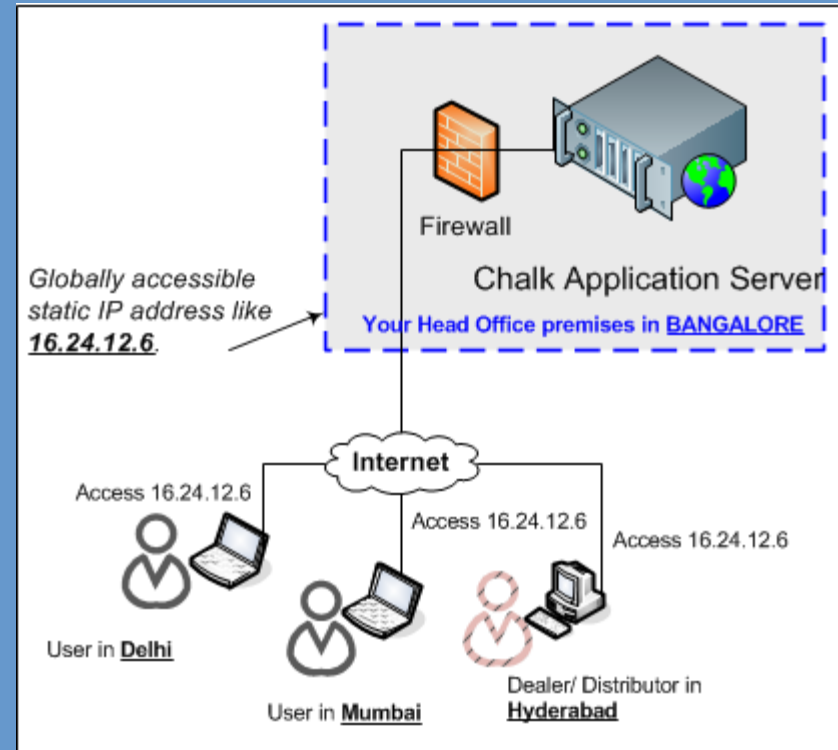


- Advanced Deployment Architecture.
 - Integrate branch offices.
 - Integrate dealers and distributors.

Advanced deployment option

Advanced deployment option is possible so that your geographically distributed branch offices, dealers and distributors can be integrated to a single **Chalk System**.

Diagram depicts such a scheme.



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Thank you for your time.

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