

Customer Relations Management Technology Invitation to Participate

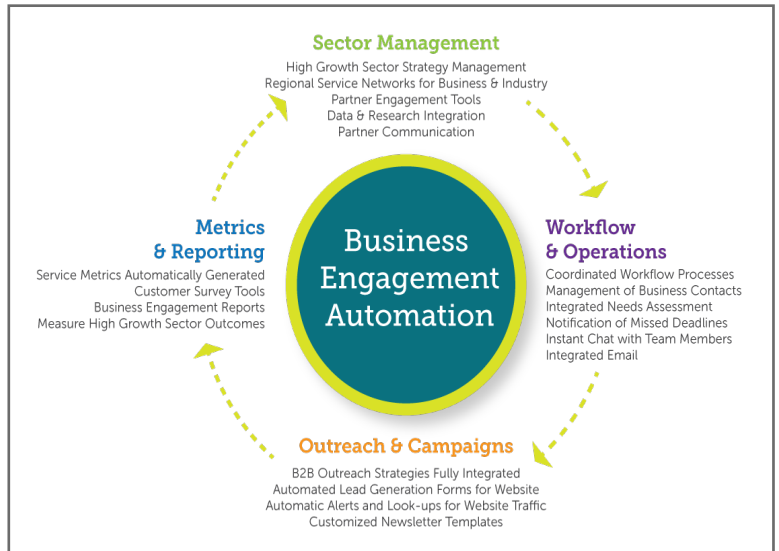
Regional Collaboration: Automating Business Engagement

To support regional workforce, education and economic development organizations in collaborating effectively to serve business and industry, High Country Workforce Development Board (WDB) has invested in Business U's dynamic CRM tool called B2B Engage™.

B2B Engage™ is designed specifically to help partners maintain full control and confidentiality of their business contacts while maximizing collaboration and referral processes among partners, automating workloads and reporting business engagement.

Features of B2B Engage™ include:

- Eliminate Excel Spreadsheets to Manage Business Contacts
- Avoid Duplication of Effort Among Partners & Staff
- Manage Relationships & Data Entry Using Mobile Technology
- Create a Confidential Section within the CRM for Business Contacts
- Make Seamless Referrals to Other Staff or Partners to Serve Business
- Use Workflow Processes to Automate any Type of Business Engagement Activity
- Flow Social Media Feeds into a Contact Record to Stay Informed of Business' Activities
- Connect Important Websites Using Data to Identify Industry Trends
- Upload Documents and Tools to Support the Business Engagement Team
- Schedule Meetings among Staff and Partners
- Use eMarketing within the System for Business Engagement Campaigns
- Use the Reporting Feature to Measure Business Engagement



To participate in using this highly effective regional tool, please contact Adrian Tait at adrian.tait@highcountrywdb.com or 828.265.5434x130.

The High Country WDB has invested in the configuration, so cost to participate is only \$40/user/month.

We will be demonstrating B2B Engage at the Business U Boot Camp™ on 9/17/15. If you cannot join us call us for a demo today.