

ETracks

Event Registration and Tracking System

February 2007

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The **ETracks** application can be used for managing Registration and Tracking of events such as Training, Seminars, Conventions, Conferences, Webinars, and Trade Shows. ETracks can also be used for Membership Registration, Event Signup and Directory Maintenance for organizations / associations.

Functions

- Directory Maintenance
- Event Calendar Creation and Maintenance
- Email invites / reminders to Members
- On-line Payment Processing
- Variable Event Pricing
- Membership Renewals
- Event Badge Printing

Benefits

- Fast, reliable, easy process
- Self registration (by participants) reducing time and errors
- Contact Center integration for efficient service
- Real-time validations and updates
- Better Results due to 24 X 7 availability
- E-library enhances customer experience and results in fewer dropouts
- On-line Payment (Credit Card) capture reduces administrative and accounting errors
- Hosted Services available
- Supports full branding with your Corporate Identity for channel / end user usage
- Extensive Reporting to aid planning and faster decision making
- Improved Customer Satisfaction

Usage

- Commercial / Marketing Organizations
- Trade Associations, Non-profit Organizations
- Subscription based Services

Support Modes

- On-line / Internet Self Service
- Telephone / IVR
- Email / On-line Chat
- Mail
- Fax

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Features

- Fully web (browser) based, on-line system
- User friendly interfaces
- Supports inputs via on-line and off-line sources
- Can be used by OEMs, Direct Partners, Indirect / Channel Partners and End Users / Consumers
- Extensive, configurable , flexible work and process flow
- Configurable Data Contents
- Extensive transactional / operational Reporting
- Advanced Analytics / Metrics / History / Trend Reporting
- Graphical Presentation of key Reports and Metrics
- Report data downloadable to Spreadsheets and Text files
- Optional Web Services / Enterprise Middleware Integration
- Can be used as standalone system by small and medium enterprises
- Available in on-demand (hosted) or in-house deployment delivery models

About Anagha Group

Anagha Group provides a range services in the Sales Operations, Marketing, Customer Loyalty and Relationship Management arena. The portfolio of services includes strategic marketing and support services. Rebates programs administration, loyalty programs management, co-op programs execution, integrated marketing and fulfillment services are delivered to the customers using flawless delivery methodologies. Backed by an experienced, strong technology team and global delivery capabilities, Anagha Group helps customers achieve significant cost reduction and enhance profitability. Several technology tools are also offered in on-demand or on-site models to execute and manage customer programs. The tools help measure and analyze benefits in terms of ROI and aid in decision making by effective utilization of marketing dollars. These tools provide valuable business intelligence reporting in marketing and customer data management areas.

Anagha Group offers consulting, best practices and allied services in data management, customer data integration initiatives, global data exchange programs among trading partners, portfolio management, quality improvement programs and technology consulting in marketing, fulfillment and sales business processes.

Anagha Group provides its services to a cross section of the industry, including consumer packaged goods, finance, banking, insurance, retail, healthcare, building materials, automotive and other manufacturing industries. For more information on solutions and services offered, please visit www.AnaghaGroup.Com.

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