



Customer Relationship Management

JustIQ provides IT solutions for the student loan industry.

We configure and implement packaged Customer Relationship Management (CRM) solutions like Microsoft CRM and Salesforce.com. We also develop custom solutions for our clients. By integrating the CRM with other systems, JustIQ provides a complete solution to manage customer relations.

Why CRM?

Customer Relationship Management (CRM) systems track and record every interaction with all business contacts including borrowers, schools, guarantors and servicers. Compiling a history on every contact provides a complete view of every borrower and each loan. We enable executives to make critical business decisions based on borrower behaviors and preferences.

Why JustIQ?

JustIQ knows and understands the needs of the student loan industry. We implement and customize packaged solutions like Microsoft CRM and Salesforce.com. We also offer custom CRM solutions tailored for student loan companies. Most importantly, we integrate CRM with existing internal and external systems, such as:

- Lead Generation
- Call Management
- Loan Application
- Loan Origination
- Loan Servicing

Benefits

CRM systems empower your executive management team with accurate information on all customers and prospects.

- Gain a better understanding of target markets by analyzing the impact of all marketing efforts including event sponsorships, telemarketing, advertising, etc.
- Dynamically change your campaigns to optimize conversion rates. A CRM system tracks lead-to-loan conversion rates while improving ROI for all campaigns.
- Shorten call durations and improve service levels by giving Customer Service Representatives (CSRs) a complete and accurate view of every caller.
- Evaluate call metrics and effortlessly change call scripts and workflow processes.
- Make a change in the CRM and automatically propagate updates to all integrated systems.
- CRM enables companies to improve operational efficiency, better understand target markets, increase the volume of incoming leads and retain existing customer by providing a higher level of service.

Integration with Internal and External Systems

Lead Generation

- Load prospect information gathered from landing pages into CRM.
- Simplify the tracking of online campaigns.
- Automatically ingest leads from multiple sources into the CRM.
- Track response and conversion rates.
- Improve campaign ROI.

Call Management

- Enable CSRs to pull customer data during a call.
- Provide CSRs with dynamic sales scripts tailored to each customer.
- Research questions and provide instant answers.
- Reduce call wait time and duration.

Loan Application

- Automatically load applicant data from CRM into loan application system.
- Run reports on idle applications for efficient follow-up.
- Research loan application data to provide quick answers.

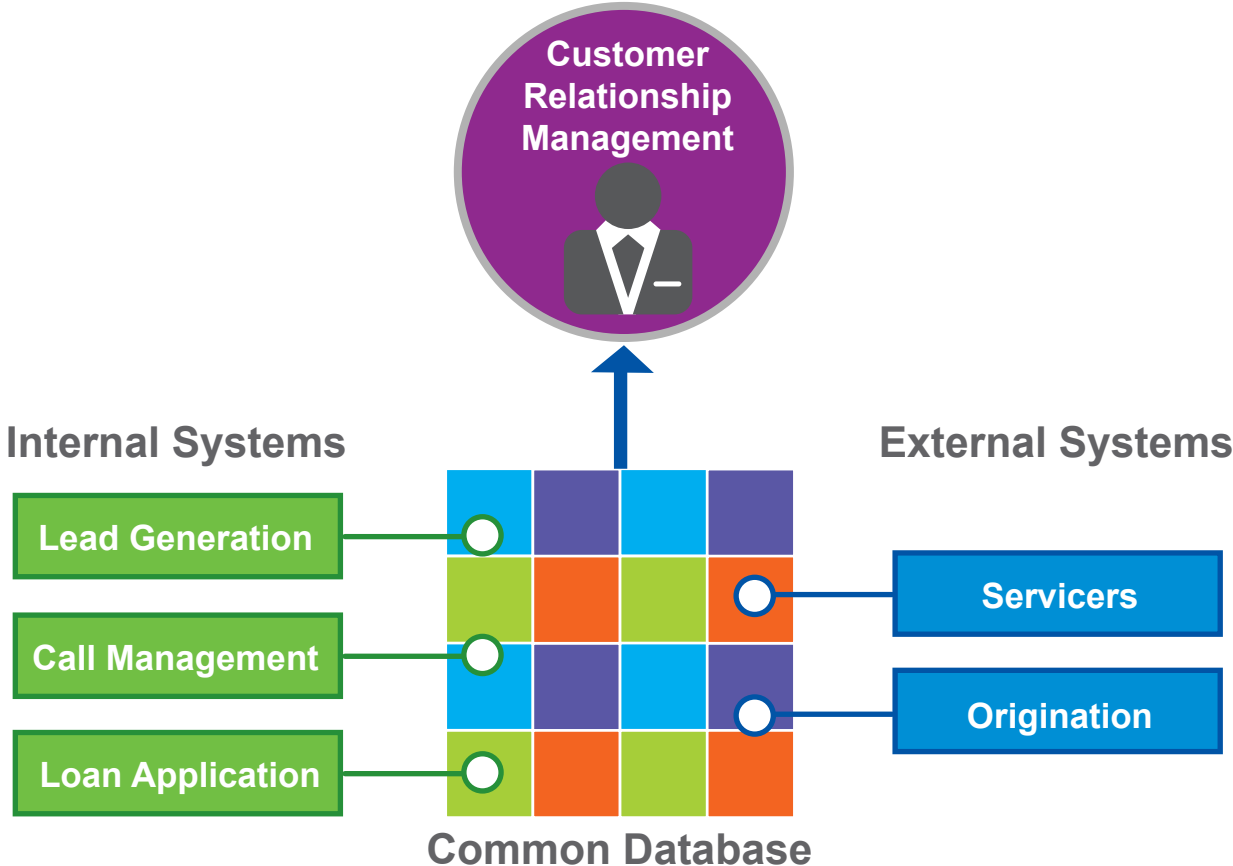
Loan Origination

- Unify multiple origination systems and integrate with the CRM.
- Find the originator for each application.
- Provide customers with the status of each loan.

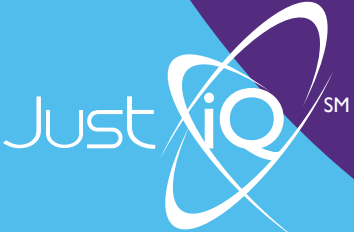
Loan Servicing

- Load servicer reports into JustIQ's Intelligent Warehouse and link to CRM system.
- Use servicing information to create targeted campaigns.
- Answer questions regarding payments, refunds and deadlines.

CUSTOMER RELATIONSHIP MANAGEMENT



JustIQ provides a comprehensive view of every customer interaction to help companies better understand its clients. Our solutions enable organizations to build personal and lasting relationships through customer service excellence.





IT Solutions for the Student Loan Industry

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