

Corporate Overview

Authority Software is a leading consulting and software development firm specializing in solutions that manage the complete customer lifecycle, granting visibility into the entire enterprise and its performance, and providing a consistent, world class customer experience.

The global economy has given rise to a surge in the customers' demand for superior service in exchange for their loyalty and companies are facing unprecedented challenges in customer acquisition, service and retention.

Consumers have 24-hour, multi-channel access to virtually any provider and with just a single click, they are moving on to the competition in search for the best customer experience, at the fastest speed and lowest cost.



Authority Software has spent a decade carefully tailoring its products to meet increased customer demands. The company's solutions are all uniquely customized to meet the specific requirements of its clients' industry and business culture, with a focus on granting staff, management and executives visibility into those areas that are most pertinent to their respective positions. The act of gathering data lends no value when this data exists in silos and cannot be used to engage customers in creative and innovative ways.

The success of highly effective companies is driven not by the amount of data collected, but by how that data is used, and top performing organizations do not collect data for its own sake, but instead analyze the data and govern themselves based on the empirical information that most impacts profitability.

Authority Software provides leading edge solutions to maximize the value of every customer interaction and increase customer loyalty.



CRM and Business Intelligence

Authority Software’s CRM suite goes beyond basic management of contacts. Instead, the platform collects, manages and assimilates information from interactions between the customer and the marketing, sales, service and support organizations of your company. The product’s unique infrastructure collects data from an unlimited number of systems and disbursed geographic locations to create a 360 degree view of your customers, effectively eliminating issues resulting from inconsistent data that resides in various application silos throughout an organization.

In addition to its ability to support your business one transaction at a time, the CRM solution is supported by a comprehensive business intelligence engine used for static reporting as well as dashboard views of real time performance.

Streamline Sales Process and Lead Management	Create and automate workflow and routine tasks
Establish actionable business intelligence	Create and distribute real time information through standard reports and interactive dashboard
Gain visibility into all customer sales, marketing and customer data from a single location	Gain visibility into all customer sales, marketing and customer data from a single location
Delivers a “single view of the customer” for use during real-time transactions and long-term customer lifecycle	Collects information from any and all disparate systems, regardless of quantity or complexity of original data sources
Eliminates issues from inconsistent data that resides in various application silos throughout an organization	Lead Generation, Contact Management, automated routine sales tasks that record stages in sales process
Identify cross-sell and up-sell opportunities and increase conversion rates	Forecasting and Trends analysis
Performance and Profitability Analysis	Anywhere, anytime mobile and browser-based access



Strategy vs. Execution

Implementing technology does not cure all of the ailments in an organization. CRM products have the ability to collect mission critical information from multiple sources within the business, but only a **well implemented** CRM solution can help executives make informed decisions that will result in highly improved sales and operational efficiencies and cost savings that immediately impact profitability.

Authority Software's Business and Technology Analysts work with all levels of the organization to integrate technology and processes to create a competitive advantage. Collaborating with key stakeholders, Authority Software helps identify both tactical and strategic challenges, and design solutions that result in sustainable high performance.

- Leverage and streamline existing assets and processes
- Design/Redesign end-to-end continuous improvement work flows
- Align Sales and Marketing to Customer Demand
- Strategic and Tactical Planning
- Workflow Analysis and Design
- Standardization of Work Processes
- Project Management
- Benchmarking

Organizations need well designed strategies as well as technology to support and execute against business imperatives in order to capitalize on cost savings and revenue opportunities.

Our solutions allow your criteria for success to come in sharp focus - measured, managed and achieved!

Measure. Manage. Achieve. Speak With Authority