



AVATAR Contact Management

Overview

The Contact Management Module provides a full range of contact management functions including the ability to extract contacts based on buying and selling history by title, author, product group and series.

It can be seamlessly integrated with other AVATAR modules such as the Sales Ledger, Purchase Ledger, Sales Order Processing and Purchase Order Processing.

Key features include:

- Contact Maintenance
- Contact and List Category Maintenance
- Entity Maintenance
- Relationship Creation/Maintenance
- Event Management
- List Management
- Data Extraction for mail-shots or analysis
- Label Run
- Diary Functionality
- Extensive enquiry functionality for Events, Lists, Contacts, Entities and also by Diary
- Ability to extract contacts based on buying/selling history including title, author, product group, series etc.

AVATAR Contact Management provides a large number of standard reports and is designed for integration with AVATAR's Business Intelligence tools for user-specific reporting. Standard reports include:

- Event Reports
- Diary Reports
 - by User
 - by History and Current
 - by Review Dates
- List Reports