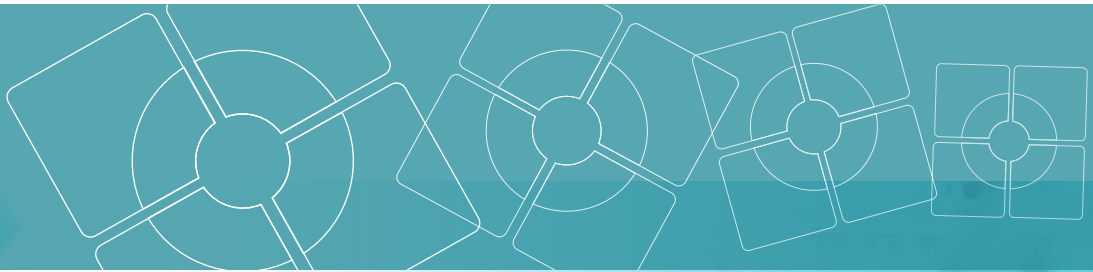




# Web Channel Management

OUR EXPERTISE | Content Management | Customer Management | Communication Module | Event and Calendar Management | Document Management | Portal Management | Collaboration (Community) Module | Channel Management | Reporting Module | Business Rules Management



**empyra**<sup>®</sup>

## ONEFLOW WEB CHANNEL BENEFITS |

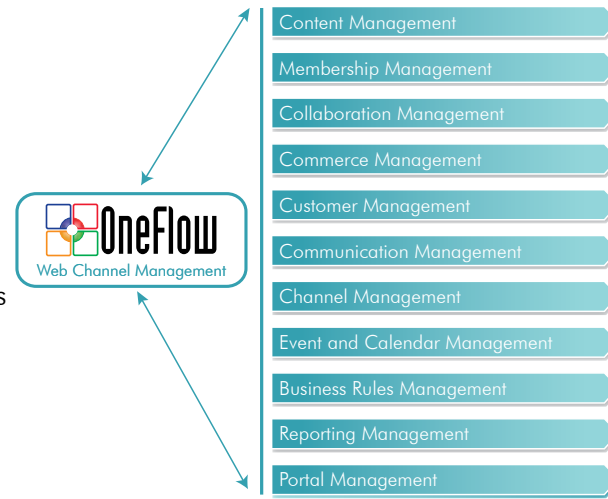
- Comprehensive out-of-the box capabilities: One web-based platform where all stakeholders can easily collaborate and communicate.
- Low cost: Software as a subscription based service that will fit needs and budget of any size organization.
- On-demand model: Gives you affordability, flexibility, integration, and security, whether you are a small nonprofit just getting started or a larger organization.
- User-friendly interface: Accessible via an industry-standard browser.
- Customizable to fit your needs: Easily build custom fields to meet your needs.
- Supports incremental improvement: Jump-start with low initial cost and allow continuous improvements to scale incrementally as your needs grow.
- Total Delivery and Service Guarantee: All of the above, combined with Empyra's IT management capabilities, ensures that your IT needs are completely taken care of.

Empyra's Web Channel OneFlow solution will provide an integrated solution that streamlines your processes.



Oneflow helps you manage your web content, sign-in, sign up, collecting customer information, connecting customers to a personalized plan of what you can offer (products, services, etc.) for their needs, tracking customer interaction, and reporting various aspects of customer interaction (purchases, visits, services, purchases, appointments, etc.) at various levels.

- Flexible configuration for data collection, workflow and tracking based on flexible business rules that can be changed in line with changes to your requirements.
- A web-based data collection and document management capability designed to eliminate paperwork and redundant data collection.
- A collaborative network that enables your customers to engage with what you offer to provide increased customer value and results for your business.
- Provides operational and analytical reports to understand customer interaction, behavior and needs.



## ONEFLOW CAPABILITIES |

### Business Rules Management:

Define business rules such as eligibility criteria (ranging from simple to complex), save them and use them to define specific processes and conditions for data collection, customized offers, services, etc.

### Content Management:

Authorized staff to manage their public facing website, content, integrated calendar, service providers, etc. Authorized staff can publish the website as needed.

### Communication:

Enables authorized staff to set up communication templates for customers. Select the group to whom the communication should be sent based on business rules or selection criteria. Generate, send and track template-based communications via email or print to individuals or groups based on certain criteria.

### Customer Management:

Manage customer relationships, leveraging the information collected across customer interactions. OneFlow provides a complete view of the customer information collected, managed and derived across various stages of customers' interactions. A centralized repository

of customer data includes information, such as, customer profile, visits to web, actions taken when visited, recommendations accepted, order history, service history, workshops/events attended, communications, customer feedback and preferences. Easily develop network of Customers, Partners, Suppliers and other stakeholders. Easily link information being collected across various interactions to a specific stakeholder – hence providing a complete view of the stakeholders.

### Collaboration (Community):

Conduct a monitored conversation on the web, get feedback from the public and generate ideas from the public – compliments, complaints, feedback, suggestions etc., with the ability to report on numbers in each category.

### Channel Management:

Enable administrative users to manage user access, security roles, funding sources, services and rules associated with services, alerts, communications, forms, document storage, etc.

### Document Management:

Create a secured document folder for each customer enabling scanned or uploaded documents to be saved for each case.

### Event and Calendar Management:

Setup events, and enable customers to register for events. Staff can view and register users for events. Authorized staff can manage creation of events including recurring events, number of seats, cost of events, etc. If events require payment, our Commerce Management module can be used. This module also supports the creation of appointments on the staff calendar for job-seeker/employers for specific services.

### Reporting:

Generate reports on standard fields without the need to develop customized reports. There are two reporting modules – Group reporting and Operational reporting. Group reporting enables you to create ad-hoc reports on the data based on group demographics like county, zip code, veterans, disabled, age, etc. - while Operational reports enable you to run pre-configured standardized reports.



“ The Empyra staff was able to successfully assist staff members of our public relations department, who have no formal computer training, in the development of internet and intranet sites. The end product meets the needs of our employees and customers/patients, and is designed in a way that allows us to update the sites as needed. We are very pleased with our sites and the process used to develop them. ”

**Michele Hoffmeister, Director of Public Relations**  
Salem Community Hospital

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"A team's drive is often credited as being a major portion of project success. empyra's staff's drive and professionalism certainly contributed to our success... They took an active role in planning, designing and estimating new functionality and changes. Their ability to point out limitations or deficiencies in requests and offer solutions proved to be the key to the project's success.... The team spent countless hours at work to ensure that requirements were completed on time and implemented without fail... Their professionalism while at work was bar none. "

**Hunter Harrison, Project Services**  
National City Corporation

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**Microsoft**  
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