



**PCRM**

PRESTIGE  
INTERNATIONAL

### PCRM's powerful features currently include:

- Easy Customization
- Flexible search capabilities
- Multi-campaign segmentation
- Sub-campaign segmentation
- Multi-tiered customer and company layout
- Campaign specific call categories
- On-line, real-time reporting for client access
- On-line access to all historic reports
- Co-browsing for QA and client access
- Call blending of inbound and outbound campaigns
- Skills-based routing

## Prestige International's In-House Multilingual Customer Relationship Management (CRM) System

PCRM is Prestige International's in-house multilingual Customer Relationship Management (CRM) system.

PCRM is the most portable and flexible CRM package available.

The proprietary software is a web browser-based thin client application and was developed in PHP and HTML.

PCRM is fast, easy to use, and because it is delivered via the Internet, requires no special hardware or software.

All that is needed to run PCRM is a web browser and an Internet connection.

PCRM's other features include its multibyte architecture, allowing it to manage projects around the globe with the ability to handle information in any language.

As a browser-based package, it also has the advantage that it can be used globally, allowing home workers and clients alike access to the system.

