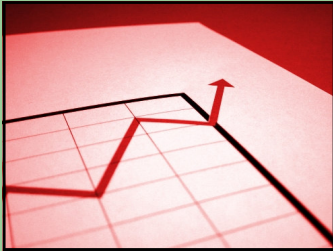


centred dot *"business-led internet"*

for Training Providers



Take back control of your web site, and much more importantly your online business processes with an effective web solution from Centred Dot

FEATURES INCLUDE:

- ◆ Easy course search with Date and Venue cross referencing
- ◆ Clients find information quickly and simply
- ◆ Venue maps with postcode links
- ◆ Diary management
- ◆ Identify existing clients online
- ◆ profile your customers and returning site visitors
- ◆ Online Site Management Tools
- ◆ Secure Administration area online
- ◆ Client Account Management facilities

You may also wish to include some of the additional CRM tools which are available.

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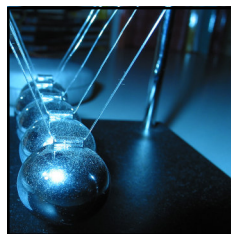
A comprehensive set of modules is now available to those training companies wishing to exploit the power of the internet in order to streamline and upgrade their processes using a powerful online solution.

Centred Dots unique solution allows the user to control and rationalise their CRM efforts, client account management and reporting structure as well as encompassing many other practical and constructive functions integral to running a successful business.

Centred Dot for Training Providers offers a variety of benefits and features all aimed at making the processes involved in providing course information, taking bookings, and client management efficient, simple and easy to maintain.

Here are just a few of the benefits to be gained:

- ◆ All course details are available in one central location making information gathering and analysis more comprehensive and less time consuming.
- ◆ All clients details are available from a central location enabling access whether in the office or on the road, by authorised data administrators.
- ◆ Information is not only easily accessible but easily updated and amended.
- ◆ The inclusion of online tools allows the user to update their site content as required without having to wait for a third party to do it.
- ◆ The high degree of usability and functionality built into the system allows clients to find the information they require quickly and easily.
- ◆ Bookings can be made and paid for online with a credit card via a secure area or clients may provisionally book courses and choose to send a cheque.
- ◆ Support documentation/course materials can be made available for download either by clients or trainers.
- ◆ The modules are a useful marketing tool as analysis of the data held can be done to find which courses/venues are most popular, which customers book which courses etc, allowing the user to target potential and existing clients when bringing out new services and special offers.
- ◆ Minimal Training is required to use the system and documentation is provided.
- ◆ No special software is required, just an internet-connected PC.



Our market specific solutions have been created as an extension of the bespoke internet solutions available from Centred Dot to serve the precise requirements of those companies working in the training sector.

These solutions include several core modules as well as many additional sector specific features and functions which work together to form an internet enabled business based system of real worth and sophistication.

The Centred Dot solution is structured to be intuitive so that minimal training is required, no special software is required on the users PC and the system can be administered from any internet-connected computer, costs are therefore reduced with the systems being priced to give a realistic ROI within 9 months.



Call Centred Dot at any time for an informal discussion on how our internet solutions could help your business or visit our web site at www.centred-dot.co.uk.