

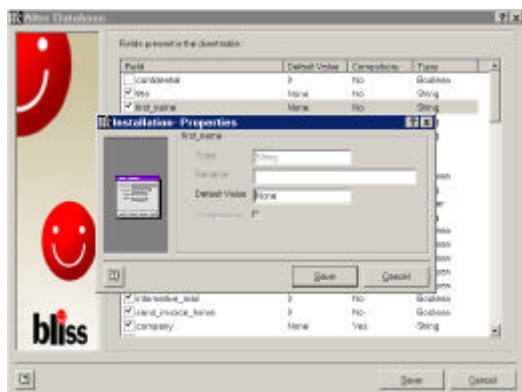


Business Leading Into Success with Smile



Customer Relation Management is an essence for any business today. From just a small shop to a huge call centre. A package that can keep customers happy as well as gives a comfort to manage them is Bliss for every businessman. You keep your customers happy with your product but Bliss happily manages them. A single happy customer is Bliss to business any way. Here is what Bliss can offer you.

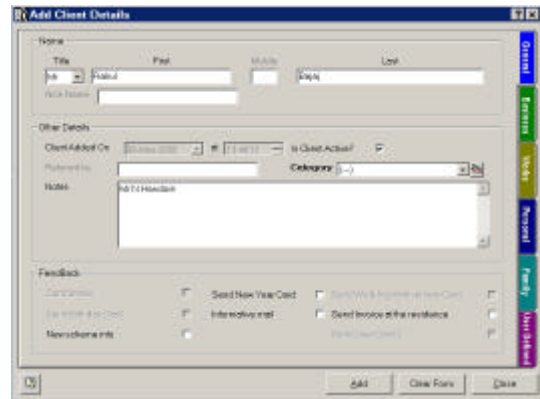
- **Ease of Operation (EOO):** Bliss is based on Microsoft Windows™ platform. It does not need any special skills to install, customize and operate the product.
- **Little Resource Management (LRM):** Bliss needs very little disk space, memory and CPU resources to operate. The database size is of course depends on your business.
- **User Configurable Database (UCD):** Bliss offers you a full configurable database design. Choose your own fields, name your own fields also make it mandatory the way you want it. All this without any database Administrator!
- **Multi Database Support (MDBS):** Bliss offers you to work with any standard database. From stand alone PC Microsoft Jet Engine (Access)™, MSSQL™, Oracle™ and shortly on POSTGRESQL™ too! This means that you can have a database on any platform like WindowsNT™, Windows2000™, Novell NetWare™, Linux™ and even on Unix™.
- **Pre-configured Database:** For specific business solutions, Bliss offers a Pre-configured database design.
- **Alter Database:** Bliss allows you to change your



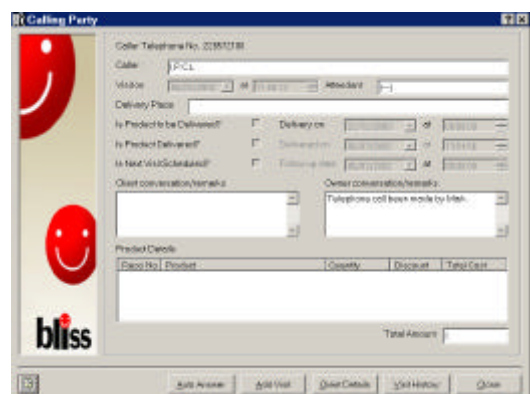
database at any time without losing your data.

- **Database Synchronization:** Bliss allows you to synchronize and unify the database across your branches.
- **Export Import and Archive:** With Bliss you can import or export the database with the customizable sequence. The old data can be archived to save the disk space.

- **Regional Language Support (RLS):** Bliss gives you a flexibility to have user interface in any standard regional language.

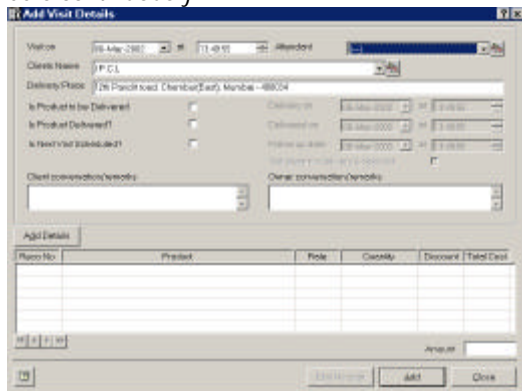


- **Full TAPI Support:** For managing the customers, Bliss offers a full Telephone Application Protocol Interface (TAPI).
- **Caller Track Transaction (CTT):** Before even you answer the call, Bliss tracks the last transaction you had with the client and displays it. You can address the call by personal name to give a surprise or wish for Birthday and Anniversary or even track his needs for your product.



- **Voice Mail Merge (VMM):** Introduce your product, or remind all your clients about party invitation by voice mail merge. Type a message or read a message and Bliss will call all or selected clients and will play the same.

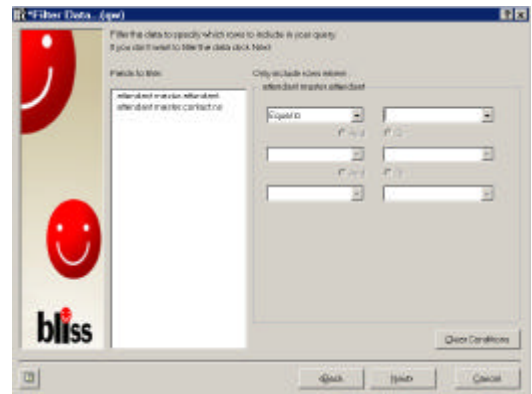
- **Paper Mail Merge:** Customized a single letter to be send to all the clients. Bliss can do that. You can have the letter templates ready for your standard letters.
- **SMS Mail Merge:** Bliss can send a same SMS message to all selected customers in one go.
- **Email Merge:** In one go, Bliss can send customized email message to all selected customers.
- **Pager Mail Merge:** Bliss can send pager message to all selected pagers in one go.
- **Text to Speech (T2S):** Type a message and have Bliss to read it for your customer over a phone line.
- **Voice Recording:** Bliss can record all the incoming calls and store them. This feature can also be activated using caller identification.
- **Caller Identification:** Bliss has an ability to detect the caller identification by displaying a telephone number from where the call is placed.
- **Continuous Redial:** Have Bliss to redial the busy numbers continuously.



- **Product Linking:** Bliss gives a customer and product link.
- **Management Information:** Bliss offers a powerful management information tool to do sales analysis, customer analysis.
- **Alarms & Auto emails:** Bliss can generate audio and visual alarms and can generate reminders on specific

The features listed above are for Enterprise Edition. Other Editions like Standard and Professional may not have all the features.

The Telephone features are completely dependent on type of modem and type of exchange. Bliss does not come with own modem. If you are not sure about your telephone exchange facility or the feature support from Modem, we recommend you to download the test program from the site, before purchasing the product. A test program for modem is available for Free download at <http://www.ktcpl.com/product/bp/bliss/test/test.html> If you need any further information, pricing, support and FAQ, then visit product site <http://www.ktcpl.com/product/bp/bliss>



dates. It also can send an email dates. It also can send an email.

- **Customized Query:** With Bliss, you can query a database the way you want it. The design of query is as simple as any drag drop procedure.



- **Rapid Query Logic (RQL):** Bliss uses specially developed query algorithm gives fast results on any database.
- **Character Based Printer Support:** Bliss supports all standard printers. Most important is that it supports the character base printing on dot matrix printer. It also supports pre-printed stationery. This gives you a fast report printing.
- **Full support:** Full technical support, FAQ and all upgrades are available on our website.
- **Help:** Online help is available. The printed installation manual is included.

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After all, it's a Kaihatsu's Product.

