

MoCo™ Professional Edition



Stay connected ...



LEXEJ

... your complete CRM Solution

What is MoCo™ ?

MoCo™ Professional Edition is a **4-in-1** Business Technical Solution with Customer Relationship Management, Accounts Management (with Invoice Printing), SMS Marketing and Appointment Reminder features.

It is specially designed for Small and Medium Enterprises (SME) to efficiently manage their customers' database and relationships as well as their accounts, marketing and customer communications. MoCo™ aims to improve your business productivity while enhance your customers' experiences.

System Requirements:

- IBM compatible PC or laptop running Win XP/ 2000/ 2003/ Vista / 7 / 8 / 8.1
- 80Mb harddisk space or more
- At least 512Mb RAM
- One free USB port for the supplied GSM modem

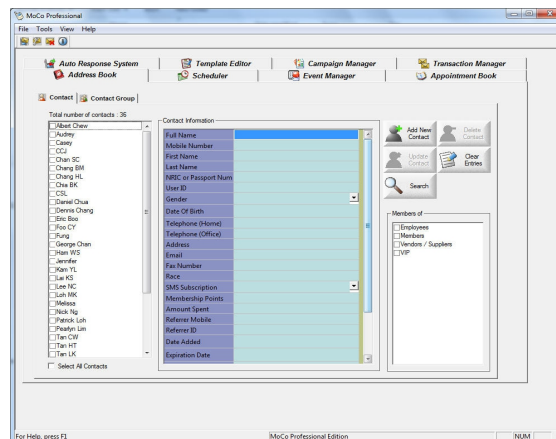
Why use MoCo™ ?

- Simple installation.
- User-friendly interfaces
- Cost Effective: 4-in-1 solution for your business needs.
- Customer Database is installed on your laptop with password protection. No privacy or security issues.
- Tested and Proven in various sectors.

Features of MoCo™

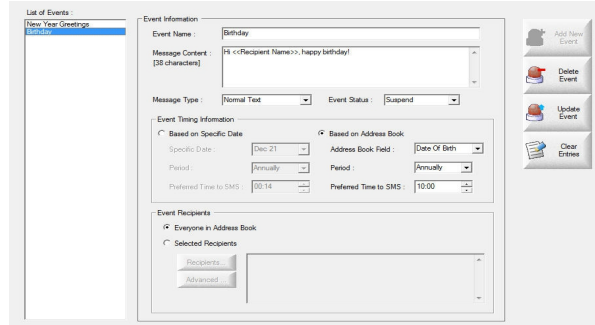
Customer Database Management

- **Manage** and group your **customer database efficiently**
- **Import / Export** (to MS Excel) capabilities to allow seamless integration with your existing customer database.
- **Powerful Search Engine** to search and retrieve customer's information according to their names, gender, NRIC, date of birth, age group, and other information.



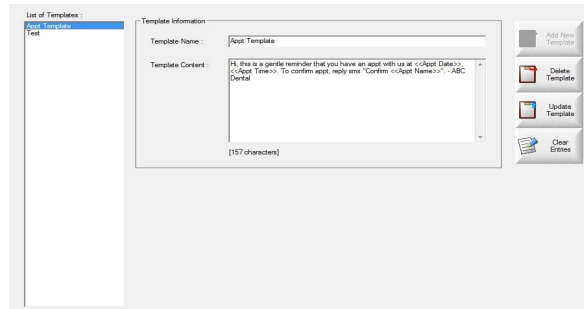
Event Manager

- Enhance customers' relationship by sending automated yet personalized SMS greetings upon customers' birthdays, anniversary, etc.
- Delight your customers by sending automated yet personalized SMS greetings upon festive seasons like New Year, Christmas, etc.



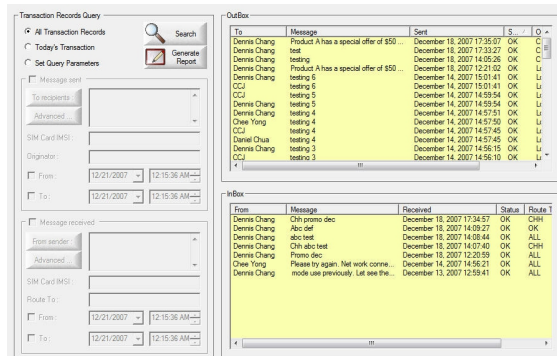
Template Editor

- Create customized and personalized message templates to enhance your customers' communications.



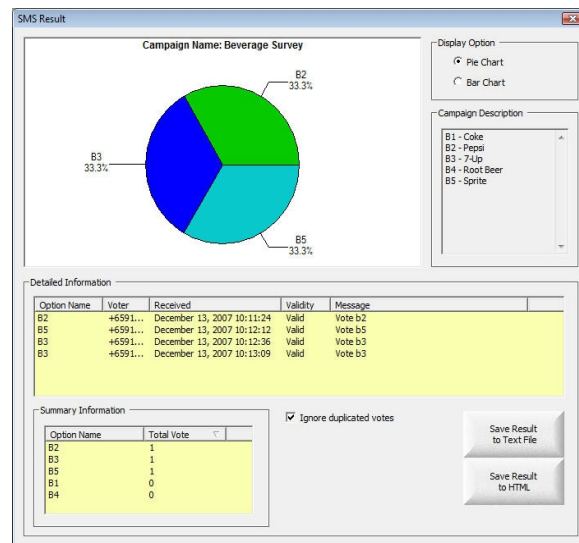
Transaction Manager

- Keep track of all SMS correspondence between your company and your customers.
- Generate customized reports on your customers' correspondence.



Campaign Manager

- Proactively Engage your customers by:
 - Conduct SMS Voting campaign
 - Conduct SMS Surveys on your company products and services
 - Conduct SMS Contest / Quiz
- Generate reports on SMS surveys results



Accounts System

- Keep track of all your business transactions using our Accounts System
- **Generate Balance Sheets** in MS Excel format
- **Print invoices** with your company letterheads

The screenshot shows the 'Accounts System' window with an 'Account Sheet' view. On the left, there are 'Display Options' for 'Today's Transaction', 'Current Month's Transaction', and 'Customized Period'. Below these are 'Other Options' for 'Payment Type' (set to 'All') and 'Account Type' (set to 'Products, Services'). A 'Search' button is at the bottom left. The main area is a table with columns: Ref. No., Date, Client Name, Type, Description, Amt Paid, and Payment. The table contains four rows of transactions from December 12, 2007, to December 13, 2007. At the bottom, there are summary fields for 'Morning Balance', 'Afternoon Balance', 'Night Balance', and 'Total Balance' (38.00). Buttons for 'Add New Transaction', 'Settings', and 'Save Accounts Sheet' are at the bottom right.

Ref. No.	Date	Client Name	Type	Description	Amt Paid	Payment
DW00000005	December 12, 2007 23:01:02	Dennis Chang	Products	ABC	10.00	Cash
DW00000005	December 12, 2007 23:01:02	Dennis Chang	Services	DEF	5.50	Cash
DW00000006	December 13, 2007 12:04:10	Dennis Chang ...	Products	ABC	10.00	Cash
DW00000006	December 13, 2007 12:04:10	Dennis Chang ...	Services	DEF	5.50	Cash
DW00000006	December 13, 2007 12:04:10	Dennis Chang ...	Services	EEE	7.00	Cash

Summary: Morning Balance: 0.00, Afternoon Balance: 22.50, Night Balance: 15.50, Total Balance: 38.00

Automatic Response System

- Send automated replies to customers queries
- Forward incoming SMS queries to your sales team
- Export incoming SMS to Text documents.
- Automated SMS Unsubscription
- Automated Registration of Customer Information into Address Book
- Automated Appointment Confirmation & Cancellation.
- Automated information retrieval from MS Excel file

The screenshot shows the 'Rules Information' configuration window. On the left is a 'List of Rules' with 'Beverage Survey', 'SMS Subscript', 'SMS Unsubscription', and 'SMS Unsubscription'. The 'Rules Information' section shows 'Rule Name: Promo Query' and 'Status: Active'. Under 'Condition', 'Sender' is set to 'ALL'. Under 'Message Pattern', 'Begins with' is set to 'Promo'. Under 'Action', 'Information Retrieval' is selected. The 'Action Parameters' section shows 'MS Excel File: C:\MoCo Demo Baseline\MoCo BDC Pro 2.7\F...', 'SpreadSheet: Sheet 1', 'Match Column A with: 2nd word', 'Match Column B with: 1st word', and 'Column number for retrieval: 2'. Buttons for 'Add New Rule', 'Delete Rule', 'Update Rule', and 'Clear Entries' are on the right.

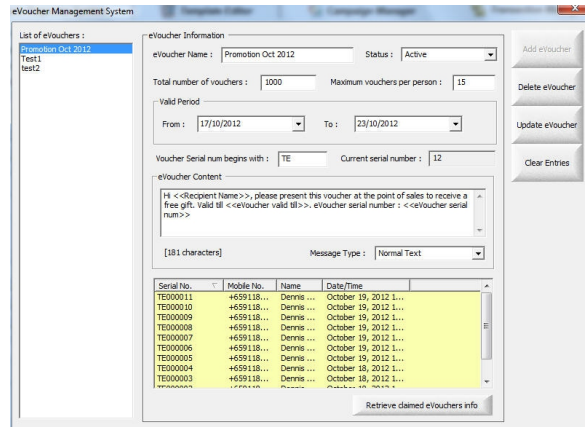
Appointment Book System

- MS Outlook-like Calendar-based SMS **Appointment Reminder System**
- Monthly and Weekly view of Appointments
- Fully automated Appointment Confirmation & Cancellation
- Viewing / Printing of Appointment History
- Support Multiple Appointment Books
- Import Appointments from your existing system
- **Statistically analyze response** rate of each reminder and generate reports in HTML

The screenshot shows the 'Appointment Book System' interface. On the left, there are 'New Selection' options for 'Monthly View' and 'Weekly View', and an 'Appointment Book' section with a 'Select current Appt Book' dropdown set to 'Default'. Buttons for 'View Appointment History' and 'Import Appointment' are at the bottom left. The main area is a calendar grid showing appointments for November 2007. The grid is divided into days from Monday, November 05 to Sunday, November 11. Appointments are shown as colored blocks with times and names, such as '09:00AM 10:00PM Alan Appt' on Monday and '08:30AM 09:00AM Thomas Appt' on Friday.

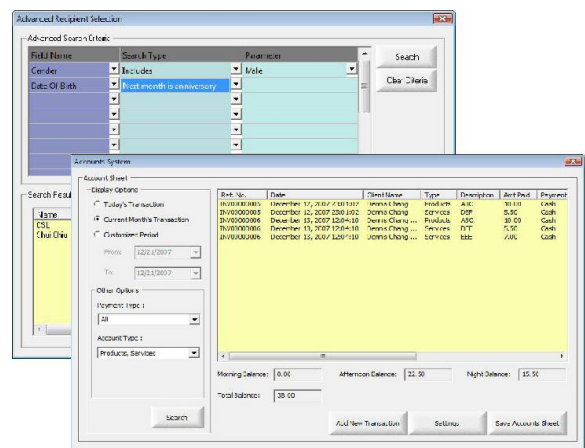
eVoucher System

- Create limited-time, limited quantity eVouchers for your customers to claim via SMS
- Fully customizable and flexible electronic vouchers allows you to develop different marketing strategies.



Miscellaneous

- Support multiple GSM modems with various load balancing schemes
- Support multi-language SMS
- Targeted Marketing
- Compatibility with DNC (Singapore)
- Dual way of sending SMS (Modem/Internet Gateway)



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