

RSS LEAD GENERATOR

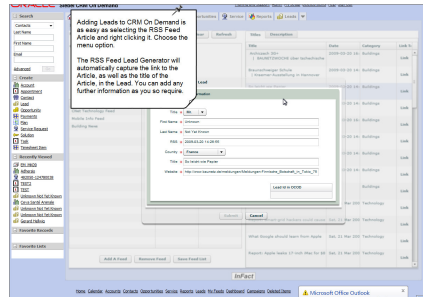
BRIEFLY

- Capture RSS Feed Data reliably and quickly in CRM On Demand
- Organize and Categorize Feeds
- Search for Keywords
- Create Leads Quickly without Cut and Paste

RSS Feeds are omnipresent today on the Web. And in many businesses they can represent valuable competitive and customer information – announcement of products or projects, new markets and so on. But until now capturing that information in CRM On Demand has been laborious and error-prone.

Business Problem

Capturing the valuable information from RSS Feeds is essential to any company searching for new leads, new opportunities and new markets. The nature of RSS Feeds with their regularly updated content and mass of information makes it hard for Sales Personnel to gather the data effectively.



Solution

The InFact Group RSS Lead Generator is designed to make the organization of RSS Feeds simple. A Web Tab integrated into CRM On Demand lets each user design and categorize their RSS Feeds. The RSS Lead Generator allows each user to

- Organize and Categorize RSS Feeds as you wish
- Search for keywords and categories of Feed
- View and Read the RSS Feed inside CRM On Demand
- Create Leads from RSS Feeds

Leads can be created directly from the RSS Lead Generator

- Directly from the Feed, with a Link to the Feed
- Following a Search in the RSS Lead Generator, with the Keywords and Link
- Highlighting Text with the Highlighted Text, Link and any Search Criteria all added automatically to the Lead

Contact InFact Group

InFact RSS Lead Generator

<http://www.infactgroup.com/portal/OracleCRMOnDemand/RSSLeadGeneratorforCRMOnDemand/tabid/153/Default.aspx>

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