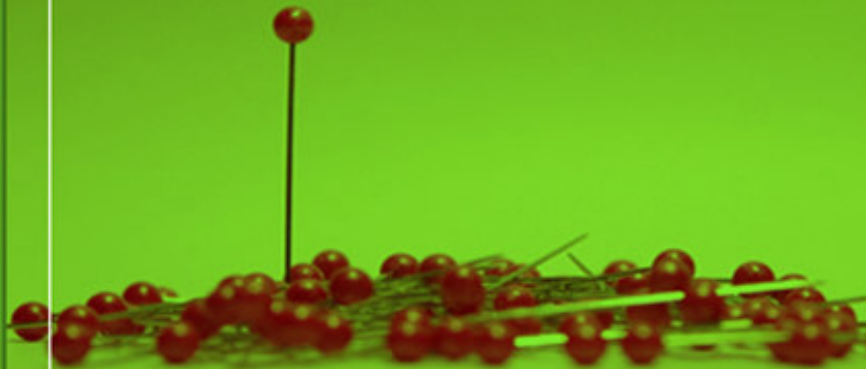


Product Features & Benefits



Form and Workflow Management

Accuda™ facilitates the management of any form or workflow. An easy-to-use graphical interface provides complete control over every form element.

Forms can easily be reused, in-part or in-full, across different channels and output devices, giving you maximum control over every aspect of your online forms.

Accuda™ will ensure the quick integration and effective management of existing systems and services, enabling you to achieve the speed-to-market that your business requires.

Management Information and Benefits Realisation

Accuda™ includes as standard a feature-rich reporting package that enables you to understand where the traffic that hits your site is going. The system will support the majority of your management information needs and can easily be integrated with existing reporting packages.

Accuda has been built with your KPIs in mind – providing the facility to produce benefit reports for each of the sales process changes that you make.

The system will enable you to create bespoke reports which ensure that you can effectively manage and analyse the changes you make.

Personalisation and Segmentation Tools

Using a simple, rules-based interface, Accuda enables you to create personalised sales processes to match the needs and expectations of your site visitors.

Every single form element can be changed to support your sales processes – you can reword text, move fields, display different graphics or re-order lists, based on the individual site visitor.

Similarly, you can choose whether to turn on or off any form elements for each category of customer, or indeed dynamically create new ones.

Self Service Tools

Accuda is a business-focused application and includes a number of tools that provide you with the versatile and dynamic system that you require.

The inclusive self-service tool modules enable you to quickly and easily implement a system for your customers to maintain and manage their own experience of the site. This freedom will ensure that the experience your site provides is exactly as required by your visitors – providing the maximum return on your investment.

Campaign Management

By implementing its powerful site management tools, Accuda can be used to personalise marketing campaigns to different customer categories, or indeed individuals.

The system enables you to implement campaign and/or user specific landing pages and processes, ensuring that campaigns have the highest level of personalisation.

A:B and Multivariate Testing

Accuda provides the capability to split traffic on a single server into groups that are either random, or defined by you.

Without the need for additional hardware, you can host numerous versions of your sites, enabling you to 'test' any site changes in a live environment before fully implementing them – minimising the risk to your business.

Find out more

To find out more about Accuda, contact our sales team using the details below:

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