MoCo™ Professional Edition

Stay connected ...

... 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
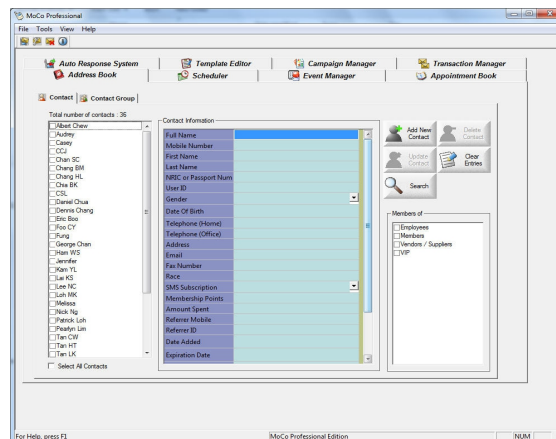- One free USB port for the supplied GSM modem

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.
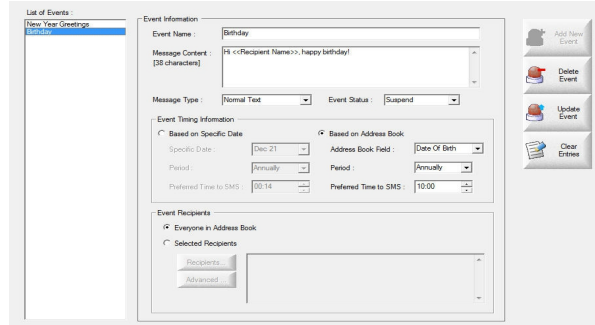
Features of MoCo™

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.
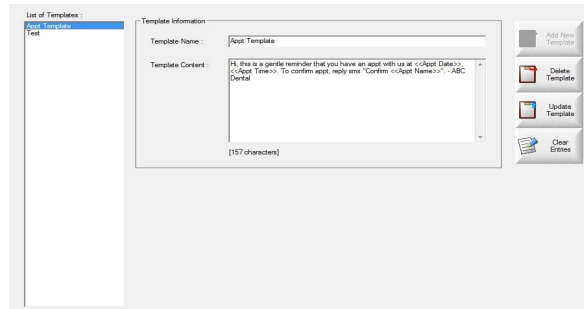
Event Manager

- 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.
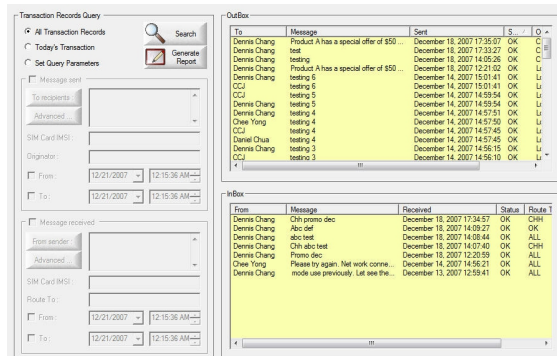

Template Editor

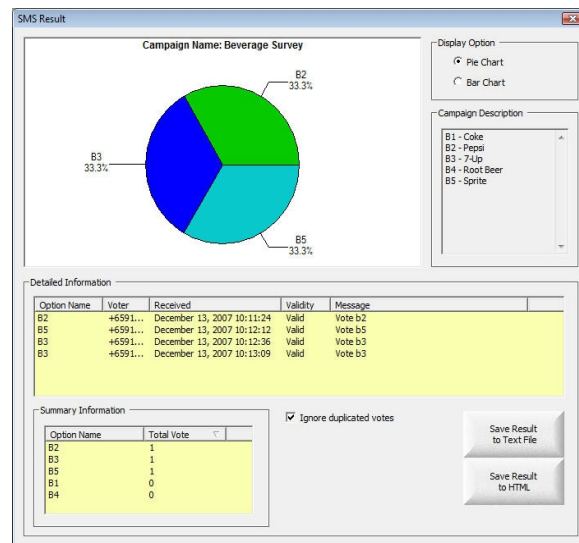- Create customized and personalized message templates to enhance your customers' communications.

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

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

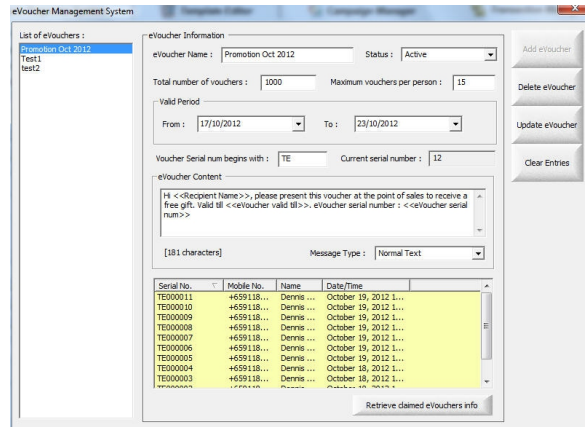# Appointment Book System

- 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
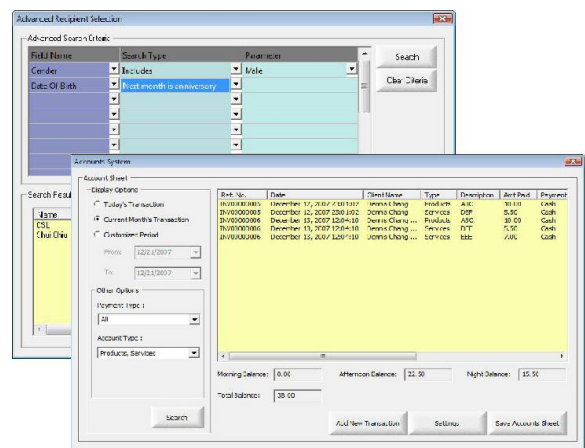
eVoucher System

- 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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