



VITAL CRM

Introduction to Galaxy Software Services (GSS) and Vital CRM



- Company Overview
- Customer's Pain Points
- Solution and Benefits
- Vital CRM Capabilities
- Success Stories
- Technology Roadmap
- Pricing



VITAL CRM

Company Overview

Profile

Founded in 1987

Stock code: 6752 (TWSE), Market valuation: US\$40M

Office Locations: Taipei, Kaohsiung, Shanghai

Certification



CMMIDEV / 3SM
Exp. 2022-03-08 / Appraisal #2580



From 2013

From 2021

From 2007

Staff

The R&D team (over 500 staff) is ISO 27001-certified.

The SaaS team is ISO/IEC 27018-certified.

39 staff members are certified for ISO/IEC 27001:2013

Auditor & Lead Auditor

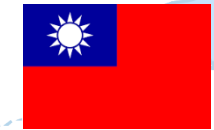
Product Range

Enterprise Cloud Service (SaaS)

Enterprise On-Premises Software Service

Information Security Software Service

1987



Taiwan



China



Thailand



Japan



Vietnam

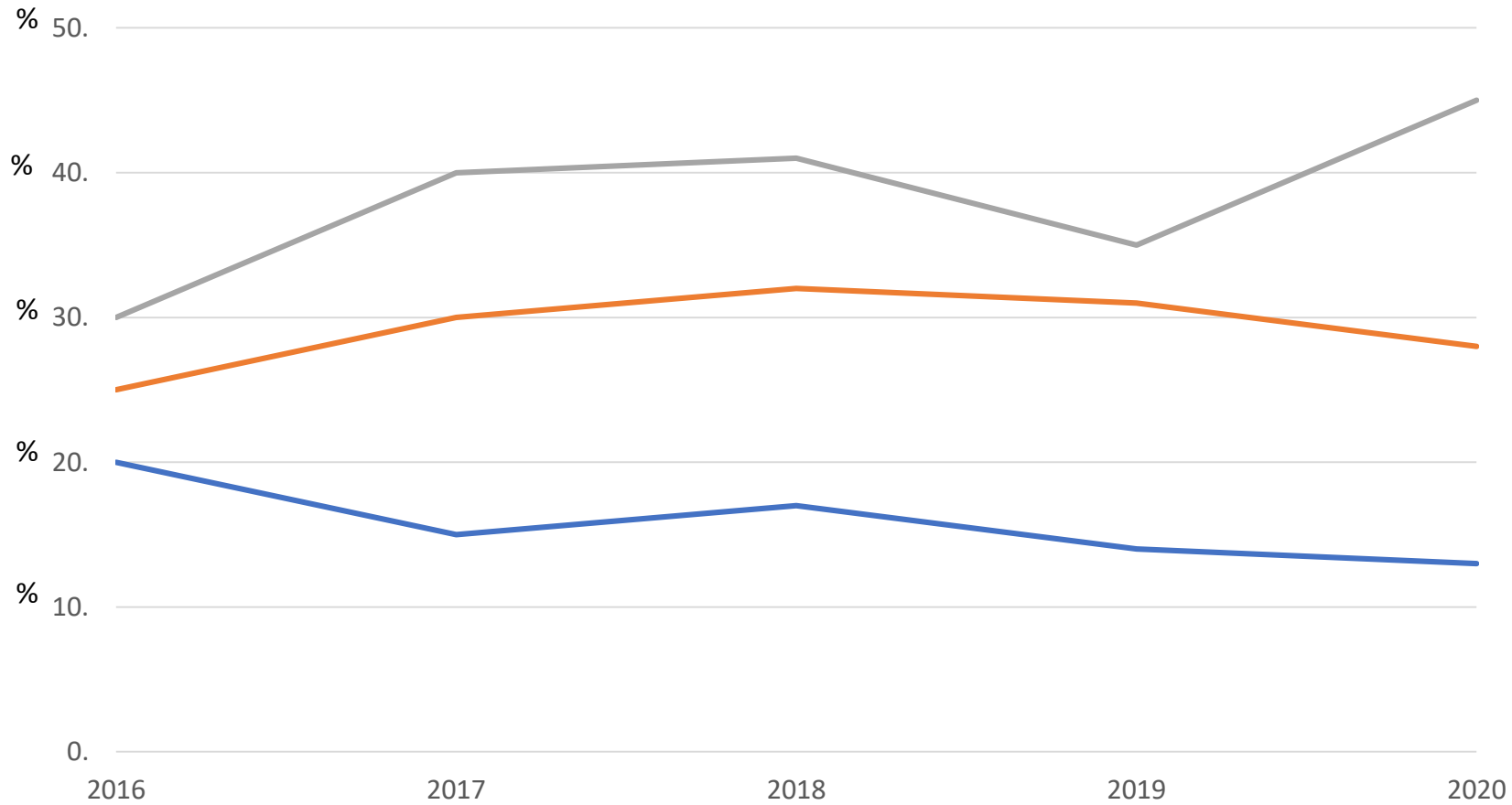




VITAL CRM

GSS Vital Family Cloud Compound Growth Rate Exceeds 40% YOY

YOY Grow Rate

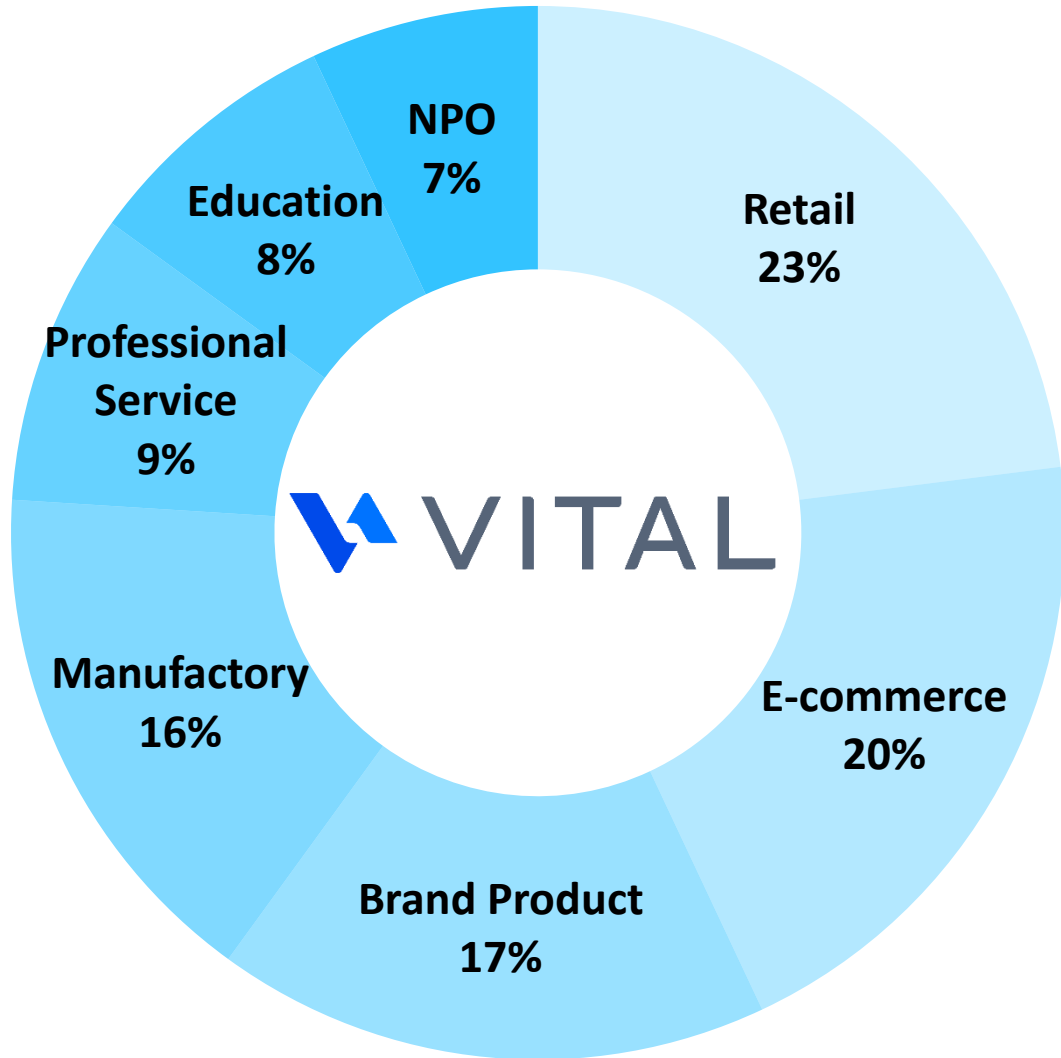


Taiwan
Enterprise SaaS



Global
Enterprise SaaS

Sectors for Vital CRM Customers



 VITAL

1,800+ Paid
Enterprises

40,000+
Account users



Value Proposition of Vital Family

The best SaaS provider in Asia/Pacific, focused on provisioning cost-effective software solutions to facilitate customers' business growth.

Cost-Effectiveness

 VITAL
Vital Family

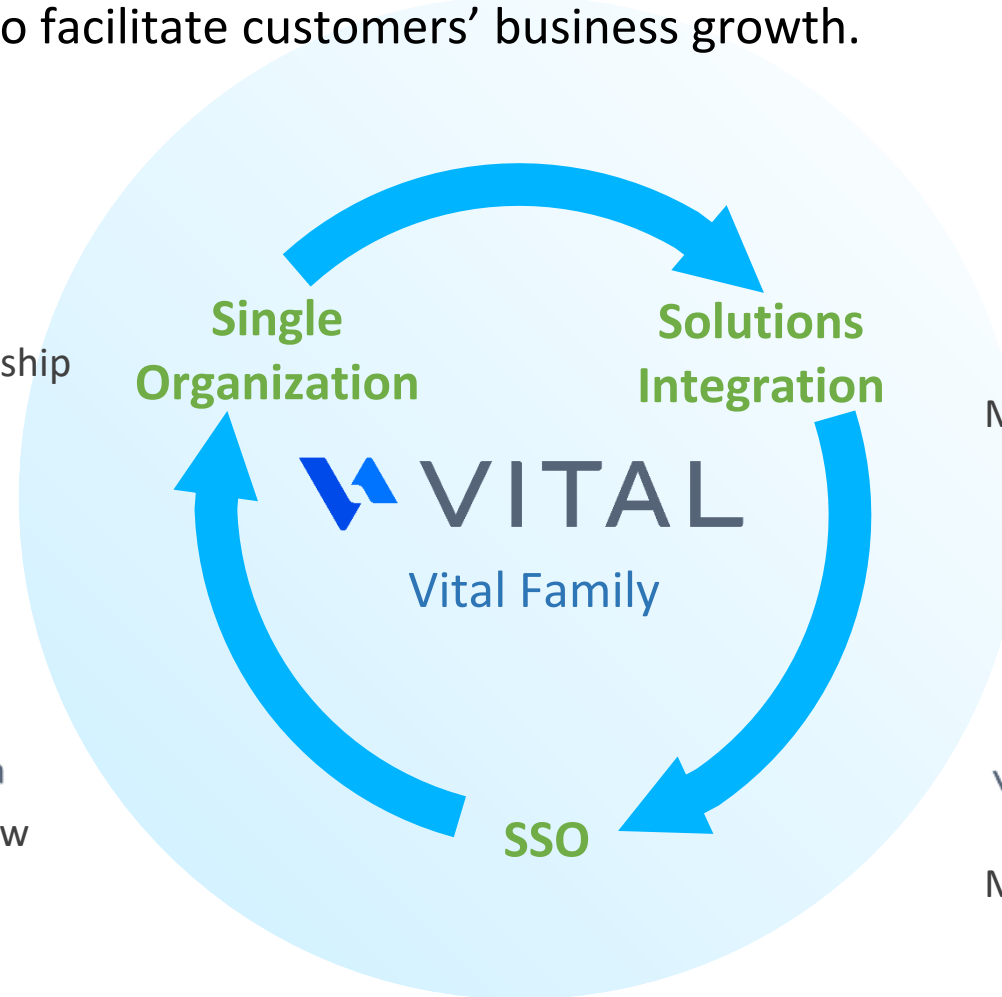
Solutions
Integration


VITAL CRM
Customer Relationship
Management


VITAL BizForm
Form & Workflow
Management


VITAL
Knowledge
Knowledge
Management


VITAL TTC
Loyalty
Management





Customer's Pain Points & Our Solution and Benefits

Pain Points & Solutions



Low brand loyalty and poor retention rate



Employ loyalty points, raffle, thru QR code to increase customer retention rate



Poor customer satisfaction due to varied communications channels



Aggregate varied communications channels to boost customer satisfaction



High expense and long duration to integrate with Martech



Integrate best third-party Martech solutions to build up customer ecosystem efficiently

- Better alignment of sales and marketing goals,
- Enhanced marketing efficiency,
- Superior ability to generate more and better-qualified leads,
- Higher customer retention rate,
- Retain loyalty customer with ease.



VITAL CRM

Capabilities

- **Product Structure**
- **Key features**
Customer information System, Note System, Task System, Script (Services & Marketing), Tag System, Search Function, Mobile APP, EDM
- **Key Selling Point**
ECA, Pipeline Management, Loyalty Management, Insight analytics, Social Media integration



Vital CRM Product Structure

GSSCLOUD Infrastructure Integration:
SSO account center, Purchase/provision
integration

External System Integration:
E-commerce, Point-of-Sales,
ERP, Order System, etc.



Web UI



App UI



APIs

Marketing



- Marketing Edm
- Marketing Script
- Line@ Integration

Sales



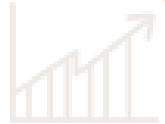
- Leads Mgnt
- Contact History
- Order Mgnt
- Task / Meeting

Services



- Service Notes
- Service Script
- Follow Up Tasks
- Service Reminder

Analytics



- RFM Analysis
- CLV Prediction
- Rule/ML based
- EDM Analysis
- Sales Analysis
- etc

Foundation of CRM



Tagging



Customer Notes



Contact Collector



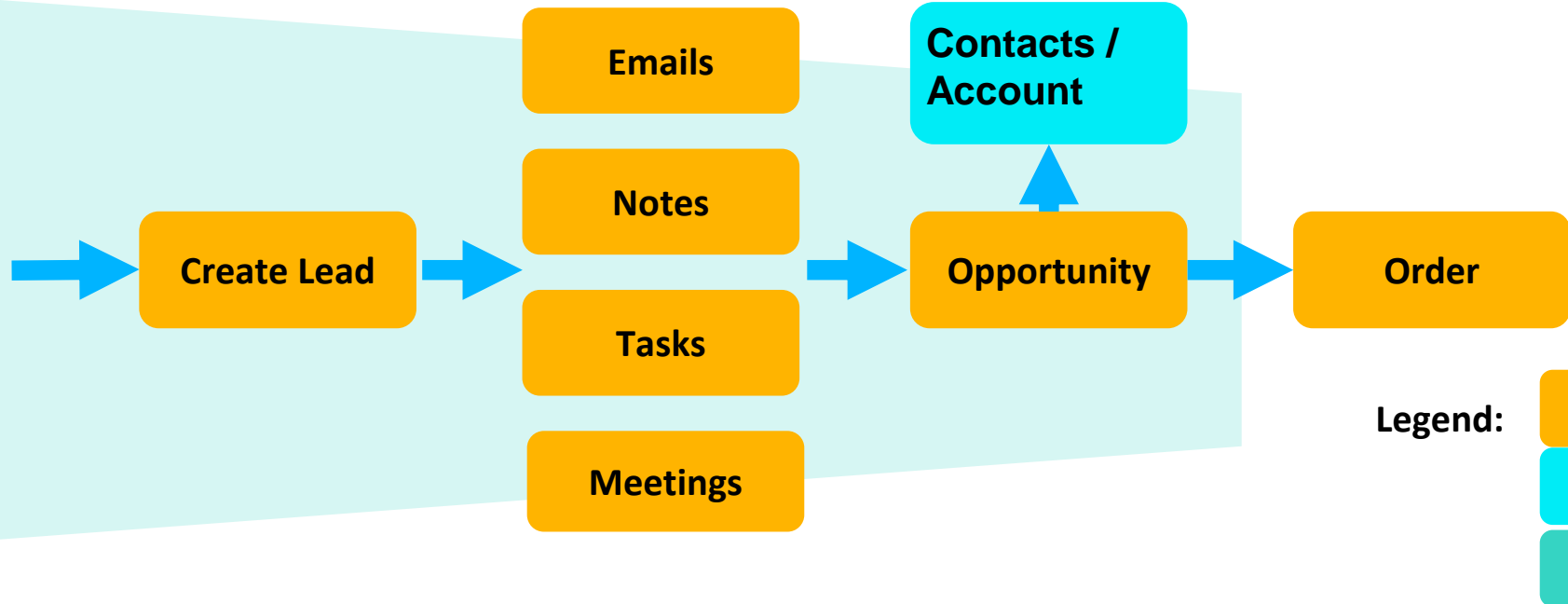
Calendar (Task / Meeting)

Customer / Company




Inbound Marketing

- Social Media
- Workshops
- Landing Page
- Videos
- Online Ads
- Partners
- Demos
- Automation
- Webinar



Insight Data Analytics

- Sales activities
- Sales cycle length
- Estimated value of sales pipeline
- Average order value
- Product performance
- Lead/Opportunity Conversion ratio
- etc.

 **Adolph**
at Gladiatair


 Paste Tag

Photo Album Send Email


Tags Task

Branch/Taipei | X Skin/Normal | X Treatment/Laser Phototherapy / Fraxel SR1500 | X
Treatment/Micro-plastic Surgery/Botox | X Treatment/Plastic Surgery/ Calf Reduction | X

Please enter your notes here

Activity, Order, Edm History

- News
- Order
- Communication Records
- Audit Log

 **SA**
🕒 2018/06/21 19:37
👁 Internal / 🔒 Batman / Formatted

visiting today. need to make quotation

Attachment




Overdue


Open 5/24 15:18

guest :
Incoming call for treatment reservation and inquiry, and reschedule to 5/30.

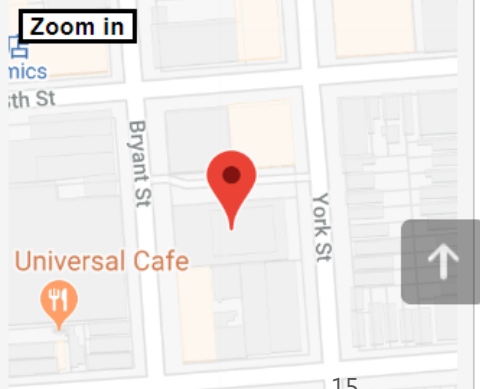
Adolph [View Profile](#)

Mobile 093938932 (Primary)

Personal email 
josefspy@hotmail.com (Primary)

Address  2055 Bryant St, San Francisco, CA (Primary)

Zoom in



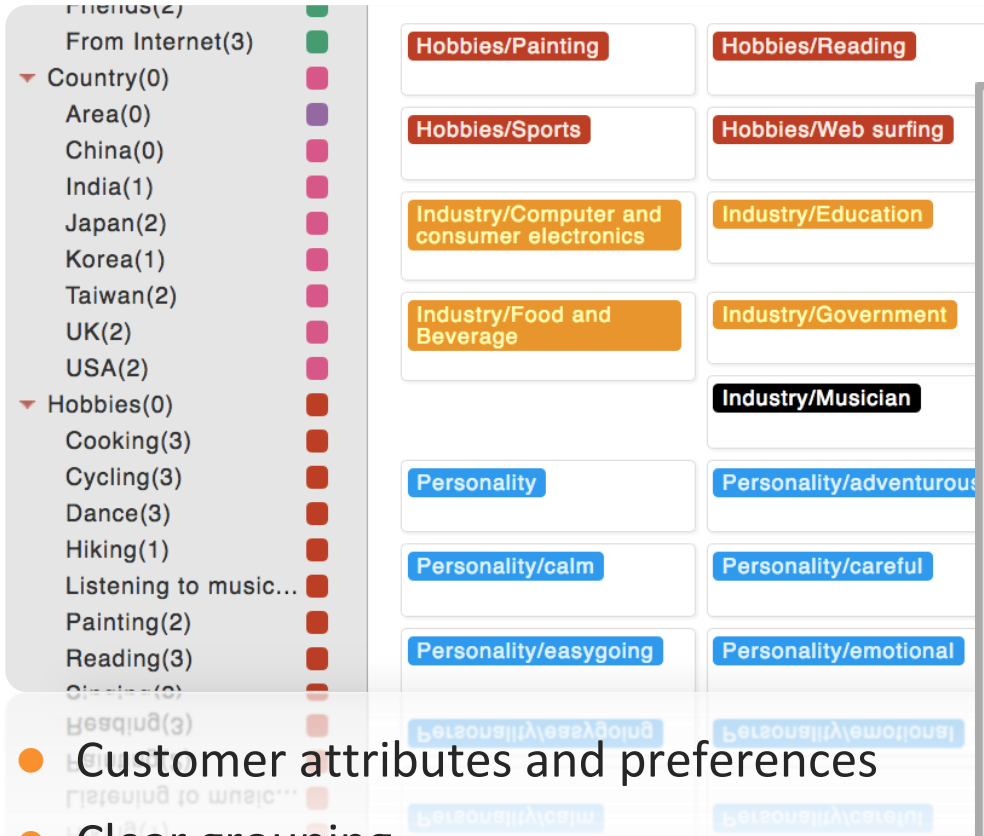
Universal Cafe

Google 2018 Google

Customer Information + Network

Feature: Categorize Customer with Tags

Classifying customers with visualized labels allows for quick access to specific customer groups, helping engage with your target audience easily.



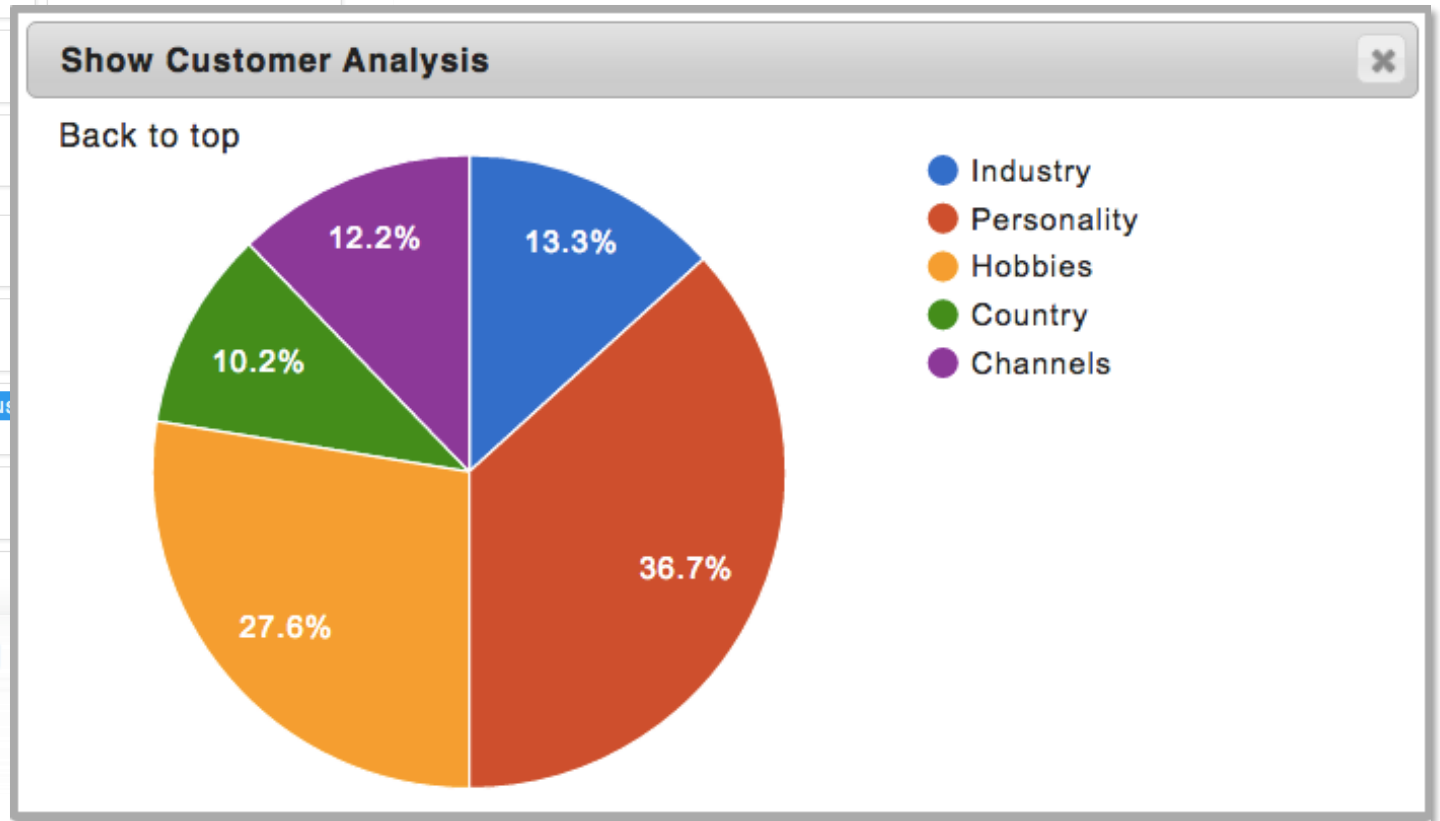
The interface shows a sidebar on the left with various filter categories and their counts:

- From Internet(3)
- Country(0)
 - Area(0)
 - China(0)
 - India(1)
 - Japan(2)
 - Korea(1)
 - Taiwan(2)
 - UK(2)
 - USA(2)
- Hobbies(0)
 - Cooking(3)
 - Cycling(3)
 - Dance(3)
 - Hiking(1)
 - Listening to music...
 - Painting(2)
 - Reading(3)

The main area displays a grid of tags for customer categorization:

- Hobbies/Painting
- Hobbies/Reading
- Hobbies/Singing
- Hobbies/Sports
- Hobbies/Web surfing
- Industry/Computer and consumer electronics
- Industry/Education
- Industry/Food and Beverage
- Industry/Government
- Industry/Musician
- Personality
- Personality/adventurous
- Personality/calm
- Personality/careful
- Personality/easygoing
- Personality/emotional

- Customer attributes and preferences
- Clear grouping
- Market segmentation



Feature: Powerful Search to Find Your Customers and Communicate with Customized Messages

Full Name

Creation Date

Created by

days has not contacted contact
Exceed _____ days has not contacted contact

Tags

Multiple Tags + New

One of the tags + New

Specified tags not included + New

Additional Fields + New

Search Prospects

QSearch v

Retain Customer

Search by Category

Search by additional fields

Actions v

- Export Excel File
- Print Mailing Labels
- Send Marketing SMS
- Send Marketing Email
- Add Tags
- Remove Tags
- Set that who can save data
- Use Marketing Script
- Attach Events
- Add a calendar event

The 3rd week: Reminder of review appointment


The 330th day: free experience of new treatment


The 3rd day: After Surgery Tips


The 3rd month: Caring for Recovery

The 3rd year: 20% discount for loyal customers

- Continuous customer engagement,
- Not just about buying products,
- Establishing friendship,
- Delivering pleasant shopping experience for customers

 Call Alan Jao: Make a call
30 after Day1. 11:00 to 12:00

 Dear {Name}, thank you for being our VIP customer.
Send Now

 The right to being a VIP
7 after Day1. 11:25

Feature: Powerful Search to Manage Sales Pipeline Effectively

Name Please enter

Created on (time/date) Please enter

Conversion Date Please enter

QSearch

Other Lead Fields

Lead Number Please enter

Converted Status Please enter

Opportunity conversion Please enter

days has not contacted Lead
Exceed days has not contacted Lead

From Case + New

Customer + New

Company + New

Lead Categories + New

Lead Stage + New

Lead Source + New

Lead converted successfully reason + New

Lead passed reason + New

Tags

Multiple Tags + New

One of the tags + New

Specified tags not included + New

Additional Fields + New

Other Search Conditions + New

Focus on potential opportunities

Explore new opportunities with tags



Feature: ECA (No Code, Low Code Setup)

Create automation scripts and tags with ease and convert leads into orders

Automation Settings | Automation Center | Created Rules

Categories: Client

Automation Settings

Search by keyword | Filter: Marketing script Template | Webhook

Client

Every time period checks in last several days the Client(s) created to apply Marketing script Template .

Add

Every time period My Condition Client(s) apply Marketing script Template .


Add

*Title
Please enter

*Expiration Date
2022/01/01 11:52

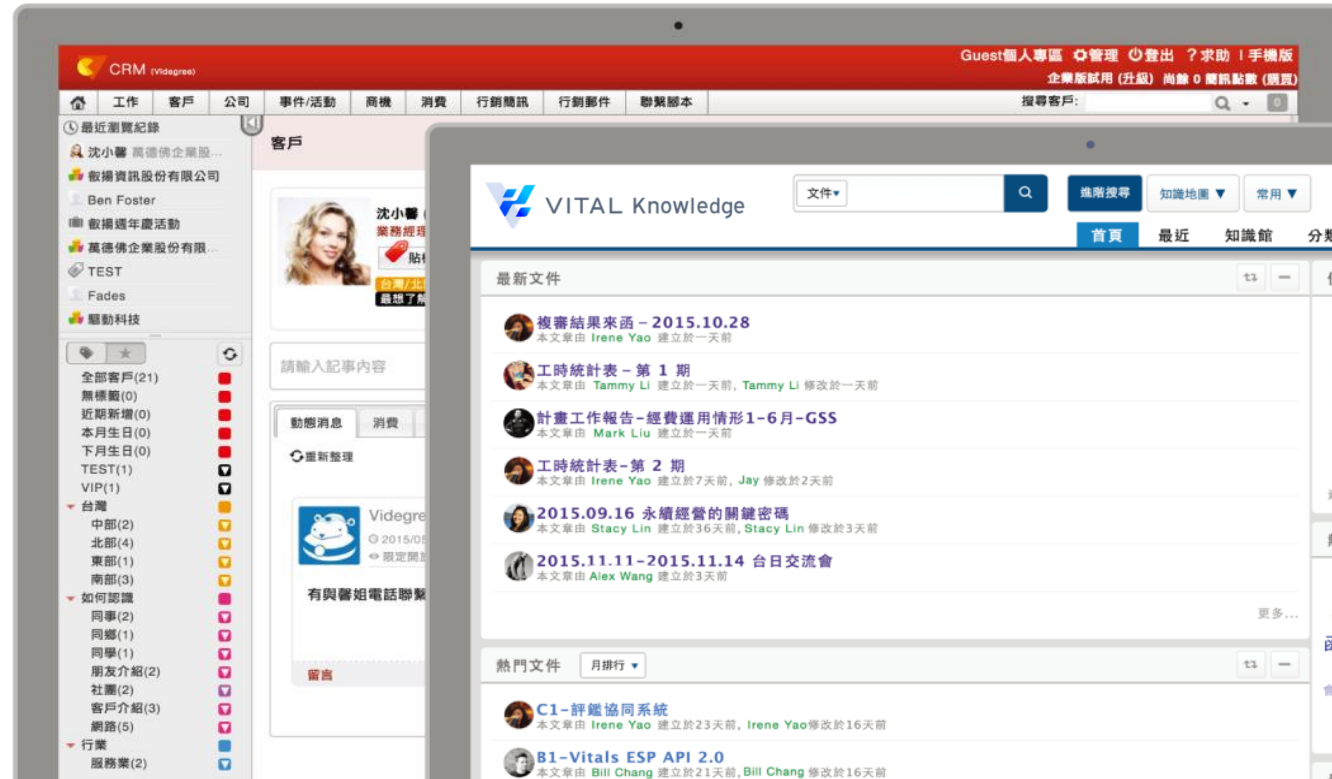
Automation
Every time period checks My Condition Client(s) to apply Marketing script Template .

Add





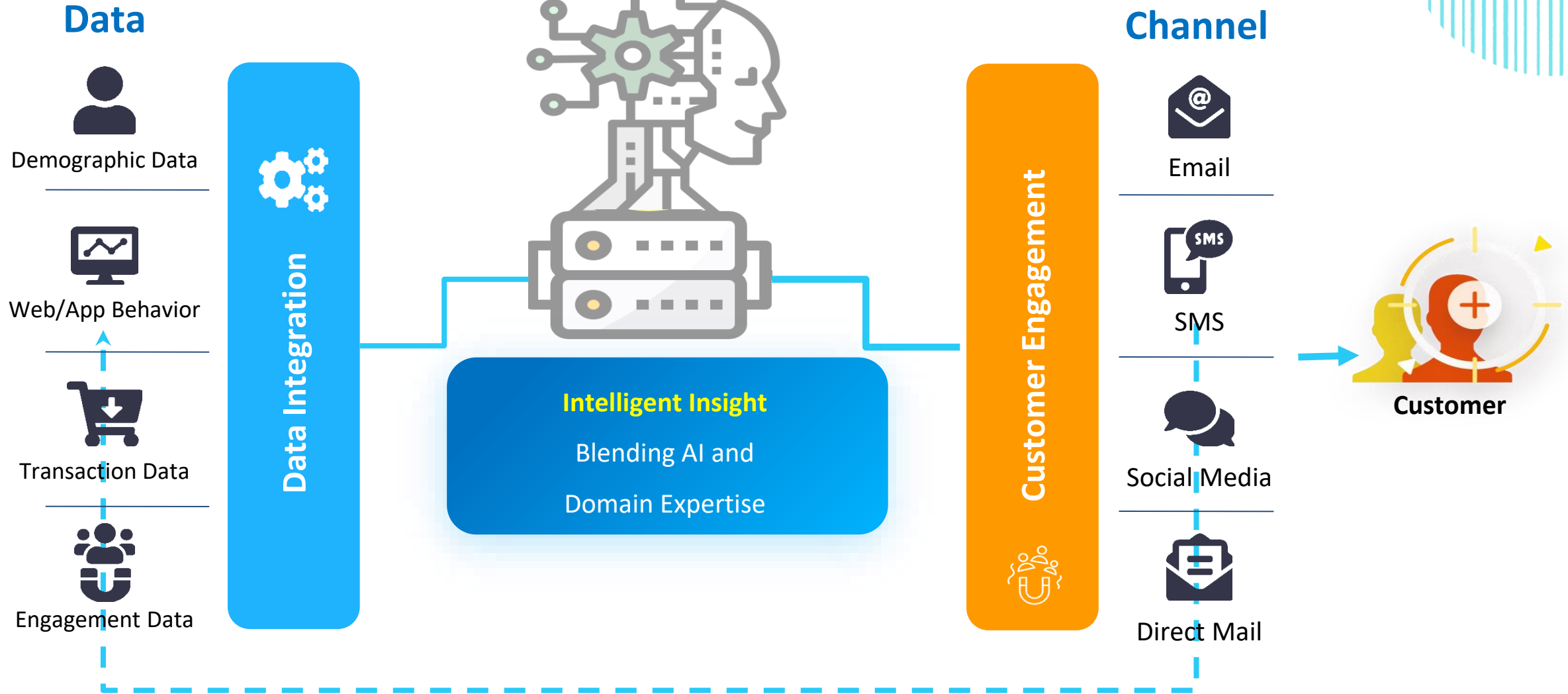
Feature: Mobile Apps to Access Vital Anywhere





Customer Data Analytics

- 1. Vital Insight analytics**
- 2. Over 22 Insight analyses**
- 3. Customizable Insight analyses**



VITAL CRM | Over 22 Insight Analysis Reports



Customer Insight



Order Insight



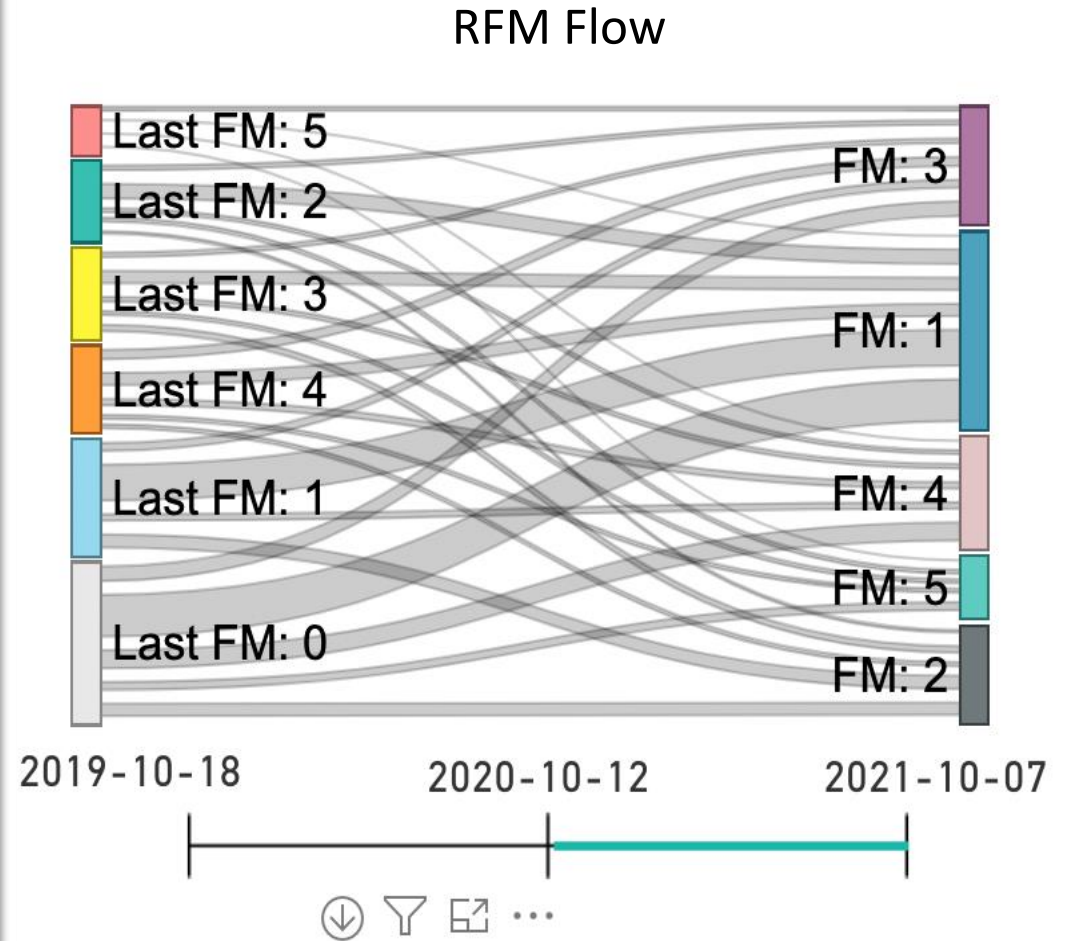
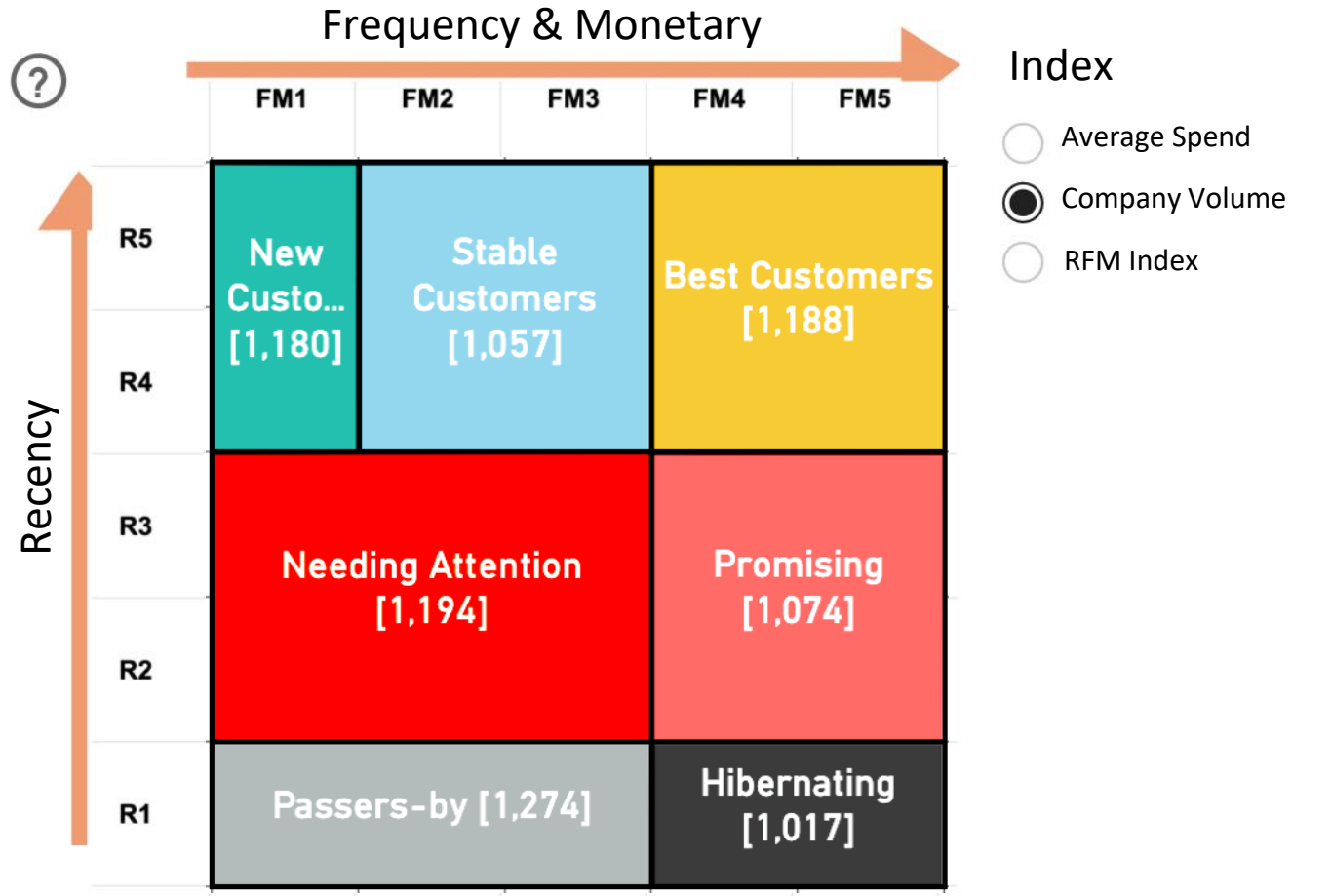
Product Insight



Sales Target Insight

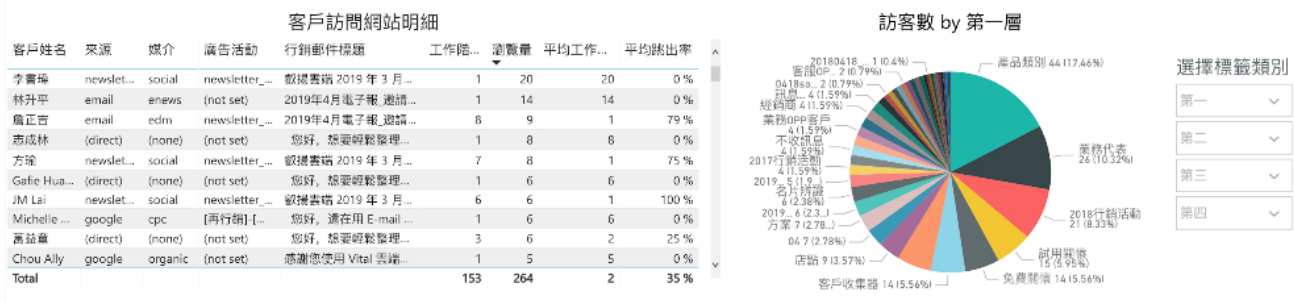
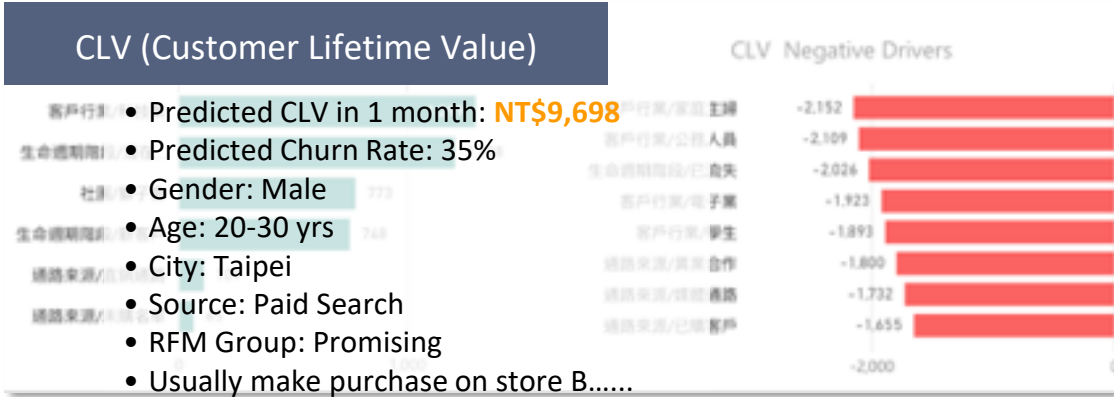
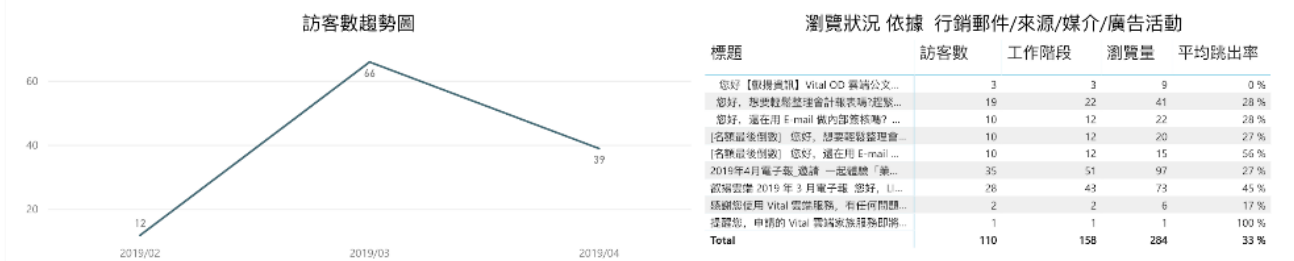


Leads Insight





Users can also select various filter criteria to narrow down analyses further.





Social Media Integration

- 1. Social Media in Business**
- 2. CRM + LINE/Facebook Integration**



We have to change!



More efficient



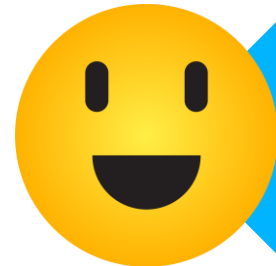
Message with no personalization



Personalized messages



No guarantee of history message back up



Keep all contact messages and integrate with CRM customer information



Send 1 on 1 message only when customers send first



Send 1-on-1 message upon customers joining your Facebook fans/followers or Line@ group

VITAL CRM | Integrate with CRM Customer Information


賴俊仁 (Joseph Lai) 📍 📧
Photo Album Send SMS Send Email

at 歡揚資訊股份有限公司

📌 Paste Tag(s)

LINE@ X Messenger X 客戶收集器/2019 老朋友新春感恩派對 X 客戶收集器/加入 Vital 好友資料回填表 X
客戶收集器/索取Vital官網電子書 X 版更名單/CRM X 產品類別/2020/Vital CRM X 產品類別/2020/Vital TTC X
行銷/2020/研討會/0417_行銷人必知_LINE 2.0更聰明的操作技巧 X

Tags disabled

Please enter your notes here

Activities Company Notes Opportunity Order Communication Records Audit Log LINE@

Messenger

Refresh

Previous Message

2021-11-01

Joseph Lai
16:29 Hello Joseph

Joseph Lai
16:30 Customer data collector '加入 Vital 好友' was sent to this user.

- 🔍 Search for Name. Search...
- 🔍 Search for Email.
- 🔍 Search for 賴俊仁+歡揚資...
- 📅 Add a Calendar Event

賴俊仁 View Profile

cf28aeae-5431-4b77-93f1-f0223ca48db5

手機電話 📞 0919991566
 (Primary)

電子郵件 ✉️
 Joseph_lai@gss.com.tw
 (Primary)
 公司電子郵件 ✉️
 josefspy@hotmail.com

Nickname Joseph Lai
Description (WebForm) : 賴俊仁

對於哪些系統有興趣了解? Vital A
 是否需要進一步聯繫 是
Modify by alice_cy_lin
Last Update 2021/11/26 14:39
Created by Rita Hsieh
Created on (time/date)
 2020/03/25 15:14

Share Data with



Send Personalized Facebook Messenger and LINE Messages

1 - 25 of 26 items

<input type="checkbox"/>	Customer List	Order by <u>Received date</u>
<input checked="" type="checkbox"/>	Elain Huang Elain Huang 你好	The day before yesterday
<input checked="" type="checkbox"/>	Angela OK	3 days ago

Select customers

Send SMR

Send Send Now Schedule For time

To Elain Huang X Angela X

Subject Don't forget your appointment

Content Customer's First n...

Personalized messages

Send messages with stickers and photos

Set up time to send

Hi {Customer's First name (Name)}, Don't forget your appointment

Add



Line@ LINE@ contact lists Actions

25 of 26 items

Customer List	Order by	Received date
<input type="checkbox"/> Elain Huang Elain Huang 你好		The day before yesterday
<input type="checkbox"/> Angela OK		3 days ago
<input type="checkbox"/> Cindy 歆華 哈囉您好		1 week ago
<input type="checkbox"/> Tina Wang 哈囉您好		1 week ago
<input type="checkbox"/> 廖名健		1 week ago
<input type="checkbox"/> vsy		1 week ago

Angela

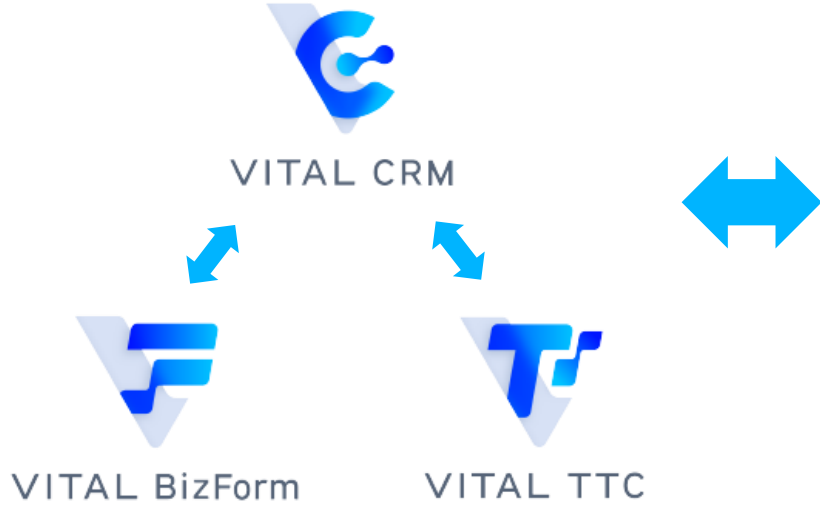
Hi
2018/07/31 10:48

2018-08-02

sa
OK
2018/08/02 11:00

Reply... Dialogue box Reply messages with stickers and photos

VITAL CRM | Third Party Integration



Tailored solutions by sectors and applications

永豐銀行
Bank SinoPac

兆豐銀行 Mega Bank

Fintech Integration Service

Shalom

Hotel PMS

SUPER 8

AI Customer Service
LINE OA Integration
Facebook Messenger Integration



Easy online form

OmniSegment

Marketing Automation System

SurveyCake

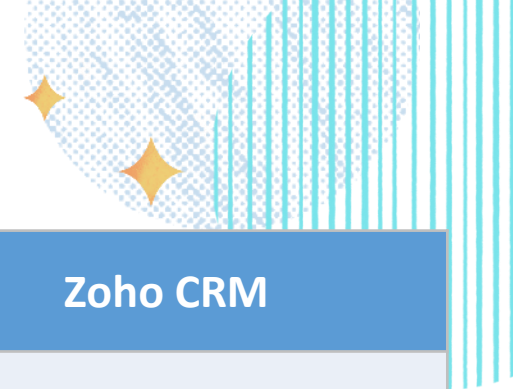
Questionnaire Service

EVOX

Cloud-based Communications System

ERP

E-commerce Platforms



	Vital CRM	Salesforce	Zoho CRM
Contact Management	V	V	V
Opportunity Management	V	V	V
Dashboard and Reports	V	V	V
Loyalty Management	V	V	V
Social Media Integration (Messenger & LINE Chat)	V	V	Integrate with FB Leads Ads
Ease-of-use	Intuitive UI for user to pick up most quickly	Need time to get familiar with the system	Easy to use, set up, and administer
Implementation Cost	Cost-effective	High	Medium
Total Cost	Cost-effective	High	Medium



Success Stories



On-Board

2019



Current Paid Users

30

Use Cases

- Social Media Marketing
- Service Management

Customers Results

90%

Customer Satisfaction
(Line Survey)

The future of pet care

5 exciting trends for pet owners to look out for

[READ MORE](#) →



Our Business | Our Operations | ETC Service

- Taiwan ETC, Winner of 2017 WITSA Private Sector ETC
- Taiwan ETC, Winner of 2016 IRF Global Road Achievement
- 2015 Toll Excellence Award Winners Customer Service
- Taiwan ETC, Winner of 2015 ITS World Congress Honorary
- Taiwan ETC, Winner of 2015 eASIA Awards in private



On-Board

2016



Current Paid Users

130

Use Cases

- Sales Management
- Lead Management
- Task Management

Customers Results

+30%

Service Renew Rate

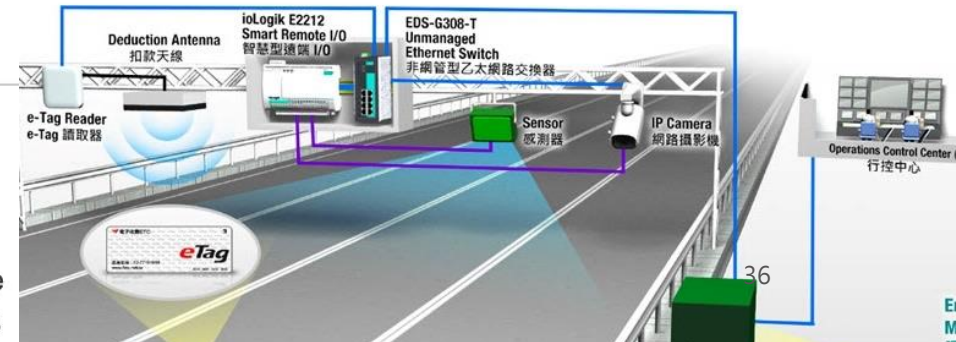
140%

Sales Growth

- ⏪ About FETC
- ⏪ Achievements
- ⏪ World Recognition
- ⏪ Taiwan ETC Team

About FETC

Far Eastern Electronic Toll Collection Co., Ltd. (FETC) was founded in 2004, is awarded by Taiwanese Government to build and operate the Electronic Toll Collection (ETC) System for the nationwide freeways, and is responsible for the Taiwan ETC total solution, including front-end and back-end systems as well as

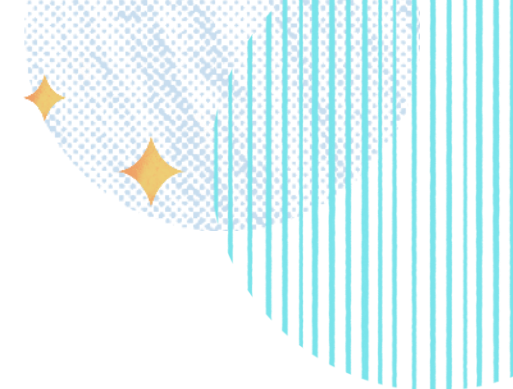




Vital CRM Pricing

Pricing & Plan

	 VITAL CRM	Free Free forever ⓘ 1 user Get Started!	SME \$20 user/month ⓘ billed annually 30 day trial	Enterprise \$35 user/month ⓘ billed annually 30 day trial
Storage Space		20MB	5GB	10GB
Customer Count		100 Customers	5,000 Customers	50,000 Customers
Send EDM		1,000 eDM	10,000 eDM	30,000 eDM
Account and Contact Mgmt		✓	✓	✓
Customer Tags		✓	✓	✓
Task & Calendar		✓	✓	✓
Marketing Script		✓	✓	✓
Important Date		✓	✓	✓
Event Mgmt		-	✓	✓
Order Mgmt		-	✓	✓
Lead Mgmt		-	-	✓
Roles and Permissions		-	-	✓
Contact Collector		-	-	✓
API		-	Available add-on	Available add-on
Line@ Connector		-	Available add-on	Available add-on
Insight Analytics		-	Available add-on	Available add-on





Q&A

Thanks for your listening!

www.gss.com.tw

www.gsscloud.com

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