

SCC Soft Computer improves Customer Service with Knowledge Management Module of Soffront CRM

Soffront® Software Inc., the leader of mid-market CRM software, today announced that SCC Soft Computer (SCC) has implemented Soffront Knowledge Management System (KMS), a module of the company's popular Soffront CRM solution.

For Immediate Release

FREMONT, Calif./EWORLDWIRE/April 30, 2008 --- Soffront® Software Inc. (<http://www.soffront.com>), the leader of mid-market CRM software, today announced that SCC Soft Computer (SCC) has implemented Soffront Knowledge Management System (KMS), a module of the company's popular Soffront CRM solution.

SCC, a leading Laboratory Information Systems (LIS) vendor and one of the largest LIS programming houses in the world, is using Soffront KMS to improve customer service and save time.

"We needed a better way to organize, maintain, and reuse knowledge," explained Mary Ann Cavener, Knowledge Base Administrator, Team Leader. "We found it difficult to provide customers with timely technical data in our manuals alone. We stored important data in notes, documents, and emails - resources that were unavailable to customers. Additionally, if a knowledgeable employee left SCC or documents were misplaced, our resources were negatively impacted."

SCC evaluated many KMS solutions before selecting Soffront. "Soffront offers robust features, such as a powerful search engine, category assignments, and hot topics," continued Cavener. "Soffront has all of the features we needed at a lower price than other leading KMS solutions."

Cavener noted that their favorite feature of the software is its data storage structure. "Soffront KMS categorizes data and multi-assigns articles to different areas of interests, thereby streamlining the information. The robust search engine and advanced search options also enable SCC to organize the data by interests and categories. These features allow customers and employees to find data quickly."

Soffront has helped SCC meet the needs of both their internal users and customers by improving the documentation available to them. "Since deploying Soffront KMS in 2007, our Technical Support Center Resolution rates have improved dramatically," concluded Cavener. "We resolve issues faster, which saves us time and money."

About Soffront

Soffront Software Inc. has the experience, technology and focus for mid market companies seeking CRM solutions. A CRM pioneer since 1992, Soffront spans the enterprise with integrated CRM: sales, marketing, customer service, knowledge base, help desk, project management, asset/inventory management, order processing, defect tracking and more. Designed to readily adapt to a company's processes, workflows, and users, Soffront CRM offers on-demand, on-site, or host-to-purchase options. Soffront's installed base includes Fortune 500 companies, mid-sized businesses, federal, state, and local governments. Soffront is privately held, debt-free, and profitable.

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