mSTAS Feature Summary

Manage your companion animal memorial business with this diverse, secure, and customizable web based CRM. A single reference for all your customers, products, services, workflow, and billing in an easy to use cross-browser, cross-platform web application. Built from the ground up specifically for the pet memorial industry.

Overview
Whether you do 70 or 700 privates or communals a month the mSTAS CRM is the complete solution for a pet crematorium/memorial center. Everything pertinent to your customers is retained and available in the system.

Customers
Maintain accurate customer contact information with links back to every service ever provided for each customer, who referred then, how they heard about you, complete pet information, email, billing history, and more...

Inventory
Manage your inventory, from stock urns to packing labels updated in realtime as items are 'consumed' through service orders. In addition, to ensure the right 'item' is chosen, images can be uploaded to the inventory module. Anytime an urn or memorial item is sold, the image appears on the screen, with the remaining 'in stock' and item details.

Communications
Does your organization struggle to keep track of incoming customer emails and ensuring an informed and rapid response? Through mSTAS Email Manager emails from your existing addresses are collected into one central mailbox and are automatically filed to known customer folders. Now all authorized users can see the complete conversation.

Workflow
Monitor the steps associated with each stage of a service, define your own, and get realtime scheduling and status both in the office and on the road via web connected mobile devices. Immediately know the status of all your processes and gain valuable summary reports of how your organization is performing.

Billing
Instantly and automatically generate invoices for private services to families, including open invoices, aging, summarized or complete accounting details for all your receivables. Communal customers (clinics) have automatic folios that include multiple services with individual details and a single summary invoice issued on your billing schedule. Even includes Quickbooks export.

Services
Combine everything above for private or communal services together info a single service record. Your single point of entry for all information relating to what you provide your customers. This record then provides the basis for intelligent reporting and real time access to authorized individuals across your organization.

Reporting
Understand your business through an array of advanced intelligent reports that summarize and detail data from all aspects of your organization. You can have up to the minute data, giving you the opportunity to react quickly, such as deliveries not yet completed, inventory not yet stocked and late scheduled tasks! Reports can be anything from accounting to marketing efforts to monthly sales.

An impressive array of features...

Customer Relationships	Sales Reports	Quickbooks Integration
Customer Contact Data	Lead Generation Reports	Fully Customizable
Industry Partner Contacts	Marketing Effectiveness	Scalable
Inventory Management	Service Delivery	Integrated on-line help
Workflow Management	Private Service	Automatic Updates
Service Orders	Communal Service	Cloud Based*
Email Management	Secure Access for Clinics	Automatic Backup*
Pre-needs	On-Line Requests	Knowledgeable Support
Scheduling	Automated Reminders	User Group
Customer Image Bank	Performance Reports	... and more
Staff Assignments	Print Documents and labels	
Transportation Schedules	Accounts Receivable	*hosted version
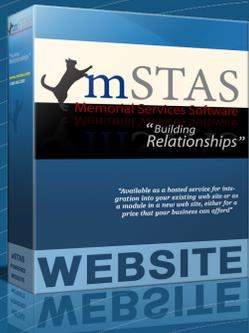
Web Site Integrated Version
(Includes everything above)

Leverage the additional power of having mSTAS integrated directly into a new web site. Bring your back-office in touch with your front-office and use the same inventory system to display product and service information to your customers. Harness the power of an industry leading web framework with a custom designed site to propel your business image.

Product Showcase
Showcase the same products and services you manage in your back office directly to your customers. Allowing them to browse your selection of memorials and services without the need to update a separate system. As you maintain your inventory, your catalog is automatically updated.

Video Certification
Put your customer's minds at ease with integrated streaming video of the cremation and DVD certification. Invite out of town family members to join the memorial service, and through a simple and secure web viewer.

Intelligent Content Management
Easily and rapidly update the content of your web site. Taking full advantage of a multitude of options for adding and updating all manner of media directly on your web site. From images to video, text to files. Set up private areas for your clinic customers or keep a blog that can automatically trigger social networking sites like Facebook and Twitter with updates.

mSTAS
Memorial Services Software

"Building Relationships"

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