

[Open with woman in a corporate office space. See this [video](#) for inspiration]

Woman: Do you find yourself struggling with customer complaints and product quality issues?

Woman: Are you trying to break down the walls between dev and QA? Do you wish you could get all team members on the same page, throughout the entire product lifecycle?

[cut to a large crowd where you can see most of the faces]

Crowd: YES!

[cut back to Woman in the office, walking and talking]

Woman: Well you're in luck! [pause] The fine folks at Propel created something that is going to change your life.

Woman: Propel created a unified system called "Propel" ...clever huh? That helps you ensure compliance with a pre-built customer complaint process. You can manage customer cases and integrate feedback back into your product lifecycle through our integrated PLM and QMS system. Seriously this is a real thing you can use right now.

[as she is speaking cut to laptop (file: quality-management-macbook-screenshot-02) in full screen view then zoom into comments]

[cut back to a large crowd where you can see most of the faces]

Crowd: Whoa! No Way!

[cut back to Woman in the office, walking and talking]

Woman: Yes way! And as we all know Quality Management is a necessary evil and it can be a pain when it doesn't integrate with any other systems. But never fear! Propel is here!

[Cut to a close up of someone in the crowd looking defeated and sad]

Crowd: No kidding. QMS is a pain. All of our stuff is across multiple platforms. It sucks. Don't even get me started on our engineering pains.

[cut back to Woman in the office, walking and talking]

Woman: I'm sorry friend. It doesn't have to be that way. There is a better way! Propel fixes those pains so every team from engineering to QA and everyone in between is part of the process.

Woman: Now you can capture complaints and quality issues in the field then feed those into a pre-configured workflow based on industry best practices (CAPAs, NCMRs, SCARs and ECOs) and then integrate it back into your PLM so engineers can fix the issues customers have identified.

[as she is speaking cut to laptop (file: quality-management-macbook-screenshot-01) in full screen view then zoom into title section]

Guy in Crowd: What? That sounds amazing!

[woman in office]

Woman: It's true. Instead of writing things down and keyboarding them into another system. You can file a case and keep up-to-date on all customer issues seamlessly within ONE SINGLE SYSTEM.

Woman: Propel puts product lifecycle management, quality management and CRM into one robust platform. So you and your team only need to log into one system to see everything, from concept to customer.

[laptop (file: quality-management-macbook-screenshot-03) comes into frame near her hands and then in full screen view then zoom into the comment from Meredith]

Woman: No more going back and forth to multiple systems. You can start and track the complaint process, ensure employee certification with comprehensive training records, track compliance of items to regulatory and environmental specifications, integrate with your CRM and collaborate on quality processes, and more all in the Propel platform. It's that easy really.

[laptop goes back to full screen as text above is being said]

[cut back to a large crowd where you can see most of the faces]

Crowd: That's exactly what I need!

[cut back to Woman in the office, walking and talking with her hands]

Woman: Propel is a no more headaches platform and it is 100% compliance-focused. Now is the time to work compliantly and get the entire team collaborating throughout the product lifecycle, from concept to customer.

Woman: Did I mention it's all built on Salesforce? [she smiles]

[woman, text and office fade out, enter Propel logo and url]

Woman: Learn more at [PropelPLM.com](https://www.propelplm.com)

Video Inspiration: <https://www.youtube.com/watch?v=4OJODNMFMPe>