

Getting Return out of Your Customer Relationship Management Investment



Dispatch Digital Services
ACI - Advanced Conversion Interface



YES Management System
Auto Repair Shop
Management Software



SCOPE 1
MARKETING TECHNOLOGIES

The Power of Personalization

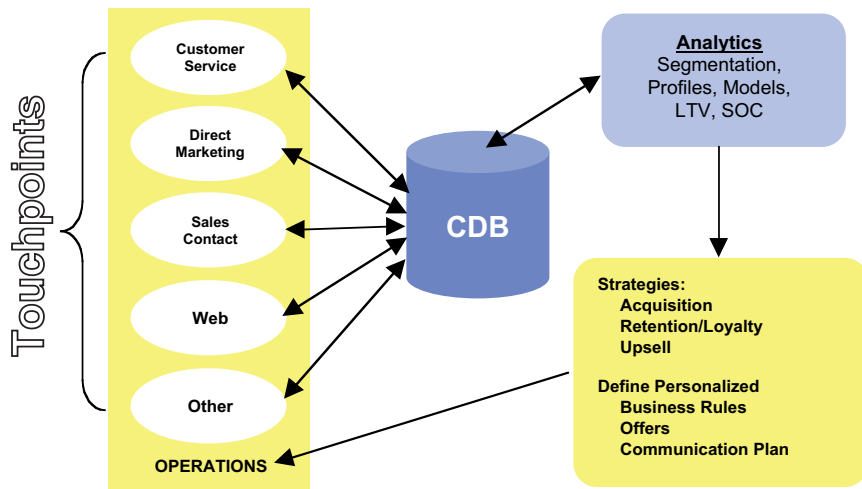


Restaurant Rewards Programs

CRM Systems provide retailers with a very powerful database of customer information for direct marketing, and, most CRM systems can generate mailing lists based on event triggers. However, it is often difficult for busy retailers to fully utilize all these functions. The Dispatch CRM Direct solution provides the missing link offering retailers an easy to use/turnkey solution that is integrated with their CRM software which delivers impactful and high quality call to action messages to their customers.

According to Wikipedia, and with the help of Bateman and Snell (Management: Leading & Collaborating in a Competitive World) and Darrell K. Rigby (Avoid the four perils of CRM), Customer Relationship Management (CRM) is a multifaceted process, mediated by a set of information technologies, that focuses on creating two-way exchanges with customers so that firms have the intimate knowledge of their needs, wants and buying patterns. In this way, CRM helps companies understand, as well as anticipate, the needs of current and potential customers.

In theory CRM Systems incorporate data collection tools that record the actions of the customer. These include notes from sales calls, inquiries, purchases, anniversaries, birthdays and special events that would motivate customer action. When this data is assembled correctly, the appropriate employee is given notice that the customer is ready to act. This act could be any behavior that might lead to the purchase of a product or service by the customer. The data collection is ongoing and sometimes laborious, overwhelming and potentially, contradictory.



The benefits of CRM are incredible. The profile of a client or prospect is readily available and, when events are input properly, the information is real time and always up to date. This data base can be used to drive other mediums of contact, including:

1. Direct Mail
2. Email
3. Phone call
4. Sales call
5. Cross media marketing
6. Blogs

Unfortunately, CRM Systems have inherent problems. In many cases the software is cumbersome and difficult to use or navigate. In others, training is inadequate. In either, the anticipated data is not gathered correctly and becomes invalid. These issues can vary from the non-entry of an event to the inconsistency of the data base. Other failures are related to data quality and availability. Data cleansing is a major issue and a difficult one to negotiate. Sometimes data must be gathered from multiple sources and the automated processing system may not be in place or available to the user.

“The Dispatch CRM Direct Program’s Advanced Conversion Interface (ACI) allowed us to import data from our customers based on timely events, map the data and output high quality, full color UV protected direct mail pieces. Customer response has been significant when compared to last year.”

Rick Spahn
President, Pace Computer

Another reason for CRM failure seems to be a perceived lack of purpose. The subscriber may diligently enter data about customer behavior but does not have the means to use the data to influence future customer behavior to the subscriber’s benefit (the ultimate sale). The other mediums of contact mentioned previously are not tied into the CRM package. The subscriber must, therefore, manually construct the contact method. This could go beyond the interest, authority or ability of the subscriber. Without the appropriate reward of closing a sale, the subscriber has no reason to take the time to collect the required data resulting in system failure.

The Dispatch CRM Direct Program addresses the opportunities of CRM systems. This integrated approach allows the user to automatically export the gathered data to pre-designed direct marketing program. This turnkey solution is easy to use and proven to garner results.

The mechanics of the CRM Direct Program are quite simple. On a timely basis (daily, weekly or whatever seems appropriate) the subscriber uploads significant data to the Dispatch server. The data populates the pre-designed direct marketing template(s), the information is digitally printed, allowing for personalized

text and graphics supporting the prospects interests and mailed to the contact. The message calls the prospect to take action asking them to purchase a particular product which relates to the anticipated trigger event. A Personal URL can be included in the mailing to attract the prospect to their personal web page to strengthen the sell message, and/or to collect other relevant data with respect to the sale cycle. The resulting behavior can easily be tracked to monitor the Return on Investment of the program. If the ROI is not satisfactory, changes can readily be made to the offer.



Several vertical markets have had success with the CRM Direct program. These markets include:
Real Estate: Just sold, just listed, meet your new neighbor post cards personally delivered to the occupants of homes surrounding the listed property.
Restaurant Loyalty Programs: Personalized post cards thanking customers for their business and offering a reward for repeat business or for celebrating special events at the Restaurant
Veterinarians: Reminding pet owners that their pet is due for a particular vaccine or other care.
Auto Repair Shops: Personal reminder post cards for customers and prospects to schedule inspections, oil change, tire rotation and transmission maintenance
Jewelry Stores: Reminding customers of upcoming special events such as anniversary, birthday or holiday.

Complete your Customer Relationship Management System by calling Dispatch today. Our solutions are simple and can be implemented within five weeks.

