

# CAMPAIGN MANAGEMENT & IMPLEMENTATION (CMI) SYSTEM



**Customer and Prospect databases for effective direct marketing and powerful information management. Also suitable for CRM strategy implementation.**

This package comes complete with all you need to organise powerful databases combined with the tools to implement and manage your marketing activity. The package includes de-duplication tools and the ability to action fax, email, direct mail and even telesales campaigns directly from your desktop.

This product features the following main menu options

- Customer Database
- Prospect Database
- Campaign Planner
- System Functions
- Eshot
- Scheduler / Diary & Organiser
- SMS (additional charge)

## Key Functions:

- Powerful Customer and Prospect Databases
- Ability to search by contact within a company
- Built in duplicate checking for insert or import of new data
- Unlimited contacts per company with flexible additional database per customer
- Source Code to allow you to monitor marketing productivity
- DTI Size Coding, SIC Codes & UK Post Codes allow accurate targeting of potential customers to
- reduce wasted time prospecting
- Comprehensive contact history enables easier understanding of requirements and development of a CRM strategy
- Easy campaign recording for all marketing campaigns helps you monitor results and plan future campaigns. Full budget and objective storage
- Powerful Label, report and autofax generator for direct marketing
- Integrated Document templates for easy letter production linked to Microsoft Office for easy document storage and retrieval
- Sales Territory or Delivery Schedule Planner to help improve productivity
- Support Staff Databases makes internal communication easier
- On-line search and query functions makes finding customers or prospects easier
- Free type notes fields in all databases with cut and paste functionality allows the generation of scripts, reminders and storage of additional information
- Prospects can be easily converted into accounts reducing duplication of data entry
- Ability to print customer & prospect records for field sales staff.



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