

## Capabilities - CRM

***Manage customer relationships and needs with on demand or scheduled solutions via any delivery method or format your customers prefer.***

### **Delivery Methods Email**

Phone  
Fax  
Direct mail

### **Delivery Formats**

Email – text, html, attachments  
Phone – multiple message types, message building  
Fax – to opt-in, client-provided lists  
Direct mail – postcards, standard or jumbo packages

### **Response Management**

Campaign site for all media  
Phone response options, outgoing and incoming  
Fax back option  
Response data collection from outside sources

### **Data Receipt & Conversion Standardize content received from various communication sources**

Create tables for content management  
Store content in tables for easy retrieval  
Deliver variable content to CRM solution

### **Document Creation – Digital Format Range of fonts, symbols and languages**

Barcodes (Direct Mail only)  
Layout flexibility – use of color, text justification  
Graphic Components – logos, images, charts, graphs