

Capabilities - Interactive Site

Capture interactive response from all media campaigns and CRM activities so you can send the right message at the right time to your customers and prospects.

Incoming data

- Capture response data electronically from conventional media – broadcast, print, direct mail and electronic media – email, phone, fax
- Input relevant customer and prospect activity – purchases, inquiries
- Capture demographic and lifestyle data
- Capture customer feedback
- Post customer data to your Interactive CRM Database

Message or Promotional Content

- Images, text, audio and visual reside in the Interactive Response Site and are used to compose highly personalized messages at an individual level.
- Content is used to create a range of CRM solutions.

Outgoing

- CRM sell offers – new products, up-sell, cross-sell.
- Customer education – product information, technical advice
- Request for updated customer profile information
- Interactive feedback – surveys, quizzes
- Respond to customer inquiries and feedback

Results and Reporting

- Each response updates the customer's profile and history.
- All results are formatted and posted to the Interactive CRM Database.
- Standard and customized reports are available online in a secure environment.