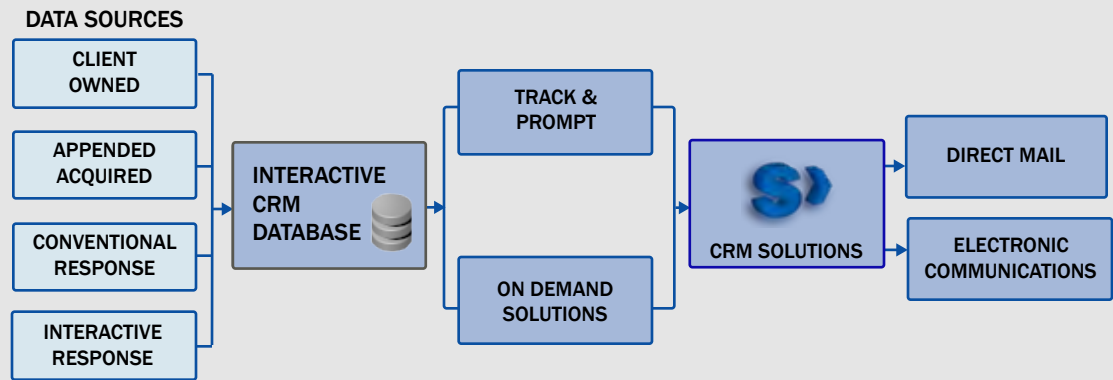


CRM - Database Development

**Generate
more sales**



Learning everything that motivates your customers to do business with you gives you the ability to send automated and on-demand communications when they are most likely to deliver sales.

Your interactive CRM database is built from various data sources and includes appended and acquired data, and conventional and interactive response from promotions across all media. By tracking activity you are able to send out automated CRM solutions that are specific to the action taken. Or if no activity takes place, on-demand CRM solutions can be generated to stimulate activity. Depending on customer communication preference, solutions can be delivered in traditional direct mail or electronically.

With our technology we can make your solutions more cost efficient.

We can define the parameters of segments to be automatically selected for specific solutions.

We track activity that prompts or generates the appropriate solution.

We capture response information and update customer records at each contact, including no response or inactivity.

RESOURCES

- Database Design System
- Data Collection Service