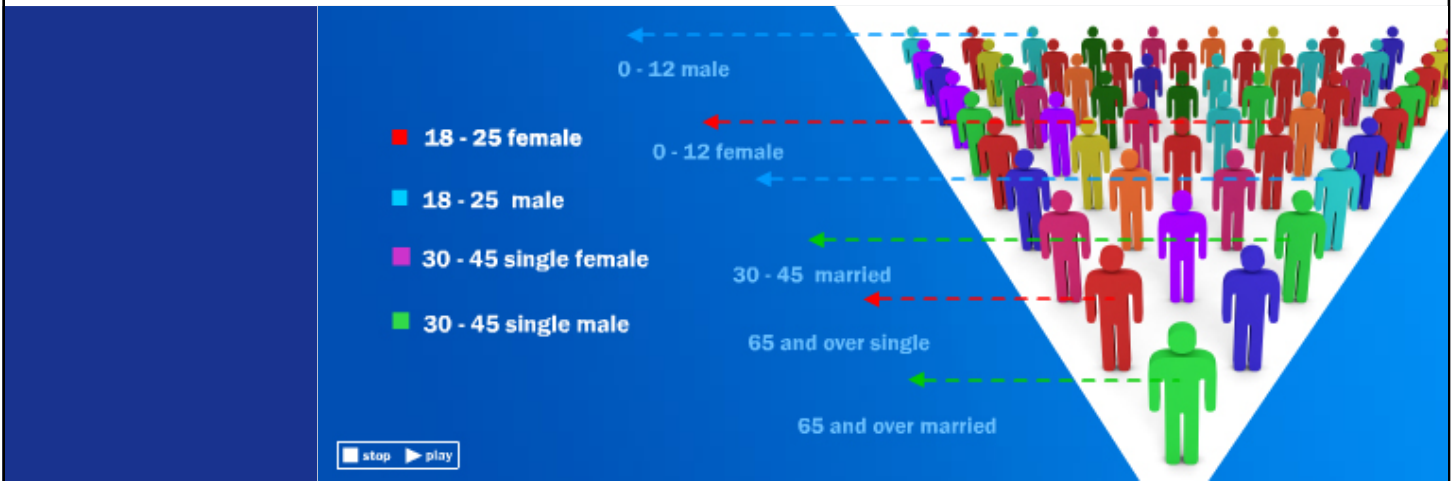


## Internet - e-Profiling



Reaching out to your customers and prospects, whether through conventional or electronic media, enables you to receive valuable information back.

- Purchasing patterns are identified.
- Demographic and lifestyle data is captured.
- Customer feedback is captured and responded to quickly.

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.

Promotional content – images, text, audio, video – is used to create messages that are highly personal and relevant. Segments of your customers may receive a combination of sell offers – new sales, up-sell, cross-sell. Others may be asked for specific feedback through survey, quizzes.

- Each contact gives you the opportunity to inform, educate and promote.
- Each response updates your customer profile.

With our technology we can make profiling your customers more 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.

By profiling your customer you learn what motivates them to do business with you gives you the ability to send automated and on-demand communications when they are most likely to deliver sales.

### CAPABILITIES

Create surveys, quizzes and tests to learn what your customers, prospects and employees think about your products and services.

### RESOURCES

- QTS Knowledge Profile