

Resources - Email Operating System

Overview

Email technology has advanced to the point that emailing customers and prospects is now more efficient than direct mail. Customization is easy and cost efficient. Response rates are higher, making your marketing dollars go further.

Access CRM's email technology makes email production hassle-free, and offers many features that enable our clients to automatically customize the content of each email to match the audience's preferences and/or demographic profile. We offer design services, message development and management, delivery management, response tracking and reporting, and mailing list management.

Whether you operate a daily e-Newsletter with circulation in the millions or you need to address a segment of your customer database for a quick marketing test, Access CRM has the tools needed to get the job done right.

Email Design Advantages

1. Cut through inbox clutter

Access CRM offers email header consulting to minimize the chance of deletion without opening. Email boxes are slammed by huge amounts of spam, daily mailing list subscriptions and marketing offers from legitimate companies, as well as notes from business associates, friends and family. Now, more than ever, your email needs to stand out in order to be opened. Our staff can help you create a header that will stand out and quickly communicate a reason why the recipient should open the email.

2. Fast turnaround time

Access CRM has several proven design templates that can be quickly tailored to your specific needs. Text and visuals can easily be formatted to a specific template. Once a client approves the email design, it can be sent immediately.

3. Customized design

Access CRM can handle any custom design our clients specify, whether for a one-time mailing or for the creation of new templates to be used regularly. We work with our clients' staff to create a customized design or we can use a design created by an outside ASP.

4. Web publishing integration

With the web publishing module of Access CRM's content management system resource, users of Writer's Delight can easily turn their text or web-page content into first class HTML emails.

5. Attachments

Clients may wish to attach a file to a mailing. Access CRM's technology supports email attachments, and our experienced staff consults with each client to determine any potential problems with receipt of these attachments, and, if necessary, can suggest alternate means of getting the files to recipients.

Message Development and Management

1. Personalization

Access CRM email technology is database friendly. It is designed for clients who need intelligent list profiling pulled from the customer and prospect databases. Orchestrating e-mail campaigns, which involve complex data overlays, targeting specific segments or clusters, and mailing each selected group of names a completely personalized offer, has never been easier. For our publishing clients, the ability to offer a completely personalized layout, dynamic content, and graphics according to individual subscriber preferences represents a major advance.

In addition, personalized email campaigns can dovetail with direct mail and telemarketing efforts, providing a multi-channel approach to enhance awareness and response.

2. Demographics

Proper use of demographic information is a crucial part of generating personalized messages and building opt-in web forms. Access CRM gives you complete control over your demographic fields to ensure that your data is preserved and manipulated according to your specifications. Our demographics management system comes with over 50 standardized fields and the ability to create unlimited new fields.

3. Message Management

You can view all your messages and templates, including any messages previously sent or currently scheduled for delivery. Our intuitive message creation system allows you to build a message from a variety of methods, including pulling from an existing web page or from your own template design, uploading an HTML or XML file, or building the HTML right in the system. Messages can be scheduled for delivery immediately or set for a later date and time.

Other features enable our clients to:

- Personalize emails with mail merge capabilities in the Subject, "from" name and email message body.
- Enhance email surveys, referrals – send to friend, Viral Marketing – custom unsubscribe messages and more.

Delivery Management

1. Email inspection

- ISPs – We actively monitor the network to identify any ISP delivery issues and work directly with the ISPs to quickly resolve them.
- Email servers – We watch delivery activity at the domains receiving the email. If we detect a delivery issue, we contact the owner to fix it.

2. Load Balancing with Time Release

Access CRM's timed-release message system provides clients with the assurance of knowing their messages will reach recipients without being blocked or rerouted. We utilize several node centers throughout the country, releasing email at timed intervals to ensure delivery of your messages.

3. Precision Timed Delivery

Clients may need to have their email sent so that the mail will arrive at a certain time of the day, according to their location. When data is available Access CRM can filter recipients according to the time zone they are in, and send the mail at the pre-specified time. This feature is especially useful when mailing to business clients who quickly empty their inboxes each morning. By having the email arrive after the daily cleanup, the chances of deletion without opening or preview are greatly reduced.

4. Guaranteed Delivery

Access CRM's email technology allows for sophisticated instant tracerouting, to determine if there are any problems on the internet preventing email from being delivered as intended. Should any problem occur, Access CRM has an array of solutions for making sure delivery is complete, and the traceroute report enables us to take the best course of action.

5. Guaranteed Readability

Each computer setup displays emails slightly differently, and some platforms and software, due to technical limitations or user choice, cannot read full HTML emails. Access CRM can send out emails in any format you specify, and use intelligent software to determine the platform and format preferences for each recipient.

The Access CRM system automatically sends out multi-part emails, which include HTML, AOL, Webmail – i.e. Yahoo or Hotmail – rich text and plain text versions. Access CRM's unique auto-sensing technology delivers the message in the optimal format for each recipient instantly. No matter what email program, web browser, or type of computer your recipient is using, your message will be delivered and viewed in the closest possible way to the original, ensuring a consistent user experience. This is particularly important for educators and marketers who are evaluating performance, whether it be a student's ability to comprehend or tracking customer and/or prospect response to an offer.

6. Legal and Technical Compliance

Access CRM's technology is capable of sending any type of email to recipients around the world. However, regulations on email differ from territory to territory. Access CRM has extensive experience with personalized bulk email in all 50 states, and keeps track of changes in regional email laws. Access CRM staff also has the knowledge needed to construct an email campaign that meets the laws of any territory. If a complex legal issue arises, Access CRM is in contact with experts on internet law, both domestically and internationally, and can work towards a resolution.

Response Management

1. Bounce back sites

Access CRM can quickly create and host simple websites to serve as response or fulfillment destinations for links in each email. These websites can be designed to be consistent with the look and feel of the original email. E-commerce marketing opportunities can be incorporated at the fulfillment destination, thus increasing revenues by automatically up-selling and cross-selling your customers for you.

2. Bounce, Unsubscribe and Reply Handling

Sending out thousands of emails can generate thousands of responses. Rather than spending hours filtering through email replies, our system manages them for you. The system:

- Bounces invalid addresses, undeliverable mails, or message delays.
- Executes unsubscribe requests.
- Handles remaining replies automatically.

Your database is updated immediately so problems that arise can be dealt with quickly.

3. Triggered Response System

The Access CRM system can help you convert prospects into viable sales leads by generating an automatic response that is directly triggered by your prospects' actions. We work with our clients to set-up a variety of action possibilities, which automatically create and send:

- instant response emails
- response email scheduled for a specific later date and time
- sales notifications
- direct mail requests

Actions are appended to the prospect database records and the level of interest the prospect has indicated through the response system determines appropriate follow-up. The triggered response enables our clients to focus on viable, qualified sales leads and further existing relationships with customers or subscribers.

Response Tracking and Reporting

1. Track Clickthroughs, Opens and Replies

Access CRM's Reporting & Tracking system provides you with aggregate detailed counts on your email-generated activity, to help you analyze the overall effectiveness of your campaign. We can easily track how many times your email was opened, what links were clicked on inside the email and how often. The system also allows client's to track email forwarding of their messages.

2. Recipient Action Tracking

Access CRM's Action Tracking software offers the ability to track individual customers' activity, from email to website. You will know who has received your email and accessed your website because of it. We provide detailed tracking down to the individual level for up to 90 days after an initial action is taken. For example, we can tell you how many people opened your email and who they are, what else they have opened, what they clicked on, and what parts of your website they have visited. Client's can take this vital information and use it for future marketing programs, email design, and website development.

3. Surveys and User Profiles

Access CRM gives clients the ability to build a stronger relationship and better understanding of their customers through interactive Surveys and User Profiles (both active and passive). The surveys can appear in emails or on websites. Coupled with our Knowledge Profile (QTS) module, the email operational system allows you to easily gather information on your customers and identify their individual needs.

Equally important, surveys can capture information about prospects visiting your websites and, based on the information gathered, the email operation system can automatically generate a relevant message that can be delivered instantly or at a specified time.

4. Real-Time Reporting

Access CRM offers Real-Time Reporting, which updates campaign response immediately. This means that every time you build a report, you are assured that your customer information is accurate and timely. AccessCRM's reporting system allows you to view complete statistical information on your email campaigns, including reports based on your created filters down to individual user profiles. Clients typically look at response in both the aggregate and individual levels, using extensive reports on mailing list percentages and averages, down to action tracking on an individual basis.

With Access CRM's detailed reports you can develop an effective campaign strategy based on the tracking of open, clickthrough and unsubscribe rates on every email, and detailed looks at your members from your AOL percentage to a precise demographic breakdown. All reports are web based and exportable into common file types such as Excel or Access.

Mailing List Management

Access CRM's software facilitates easy and secure viewing of your active and inactive lists, including bounces and unsubscribes. The user profile provides a complete demographic and action history on your members, including messages sent, opened, clickthrough rates and action tracking. Maintaining your database on either end is simple with the ability to upload and download your existing database from a variety of file types – including Excel, SQL, Access – and copy data between lists. Merge/purge and complicated filtering are quickly and easily accomplished.

Other list management features include the ability to:

- Upload your existing database easily and quickly.
- Download your database to your hard drive.
- Complete demographic and Action Profiles on your members.
- Create a subset Proof List and campaign mockup for testing your messages.

Frequency monitoring

To enable our clients to monitor the effectiveness of a list, and rest names when necessary, Access CRM retains data acquired through the email operational system. We retain information on how a name was acquired and what has been sent out. We also append sending and preference information.

Please contact Access CRM to learn more about specific ways our Email Operational System can be of benefit to your organization.