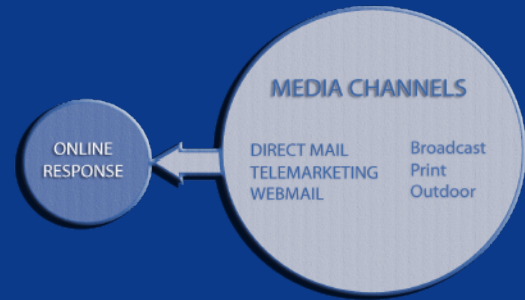


■ New Product Offers

Your customer database can be queried to determine what new products will appeal to your audience segments - active and inactive customers. You can also use the information obtained from queries to define prospects that are likely to respond. Armed with that information, you can test and launch new products against segments that are considered to be most receptive. In the process you will be recognizing your customers - their value to you - finding new customers, and reinforcing your brand.



Profitability. The more products or services you sell to a customer, the more likely they will continue to do business with you.

Benefit to you

Rationale

Active customers are a company's most profitable and loyal audience segment. A combination of intelligent CRM communications and new product and promotional offers will keep them active. By using the data you have gathered on each customer, you can stimulate interest in new products and generate sales, extending the lifetime value of your customers.

Implementation

New products can be launched through many channels - from email notification directing customers to a designated web site to traditional direct contacts, depending on the customers' preferences. The key to success is to match the new product offer and message with the appropriate audience segment. Content can be store and used again for multiple contacts.



 RESOURCES

- Content Management System
- Database Design System
- Knowledge Profile System