

## Online

**Inform  
Educate  
Promote  
Sell**



### **user friendly**

- Easy for visitors, customers, and employees to use
- Easy administration from central location
- Totally flexible. Easy to add features.



### **delivers results**

- Inform and educate customers and employees.
- Increase employee and sales productivity.

### **cost efficient**

- Low implementation and set up costs.
- Low maintenance costs.
- No need to invest in software or hardware.



Online services have become an essential component of marketing programs, primarily to give customers and prospects another way to obtain more information and respond. Readers expect to be able to choose their preferred response method – mail, electronic or online. For a growing number of audience segments, online is the preferred method.

Facilitating an online platform does not have to be complex. At the same time, it can be feature enriched quite easily. Access can create an online platform to capture data and complete orders for an individual promotion or a comprehensive marketing program.

Marketers can use the online platform as a media source for CRM communications and include online services across all media – broadcast, mail, print and electronic – to collect customer data and fulfill offers.

In the end, online services can be the most effective and cost-efficient way to inform, educate, promote and sell.

### **Online Tools**

Access has the tools you need to train, inform, collect data and complete an order cycle.

### **Interactive Campaign Response Site**

Access can facilitate all of your online communication needs, from creating an interactive CRM database to setting up an interim site for one campaign, a response site for a comprehensive communications strategy or an online system for e-Learning or e-Publishing.

- Access resources easy to link to and administer
- Easy collection of data for CRM profiling
- Complete systems available for:
  - e-Learning
  - e-Publishing
  - e-Merchandising
  - e-Surveying

### **Standard Templates**

We have developed templates to make customer and prospect communications easy for you to use and customize:

- Capture customer and order information
- Obtain credit card authorization
- Create order fulfillment slips
- Order fulfillment confirmation
- Respond to inquiries