

Operations - Outgoing

Client customer and prospect data is received by Access for processing.

Clients can forward recipient data from multiple sources in various locations – customer database, rented lists, interactive response sites for CRM programs. Access can accommodate any method of data delivery – flat, spreadsheets, ASCII to printable – and convert each to the appropriate standard format for processing electronic communications. All files are balanced to confirm they are received and processed accurately. Files can be balanced for byte size, number of records in file, number of mail pieces, and dollar amount totals.

Client customer and prospect data residing in Access databases

Clients hosting customer and prospect databases at Access can create on-demand or scheduled communications, or CRM solutions, for specific audience segments, based on customer transactions or activity at response sites. Clients specify the data source and segments to be standardized and processed for electronic communications.

Opt-in/Opt-out Compliance

Access supports industry-standard opt-in/opt-out criteria and values for all electronic communications.

Email: E-mail communications must have customer or prospect opt-in. Clients provide customers who have agreed to receive email communications electronically. Rented or customer compiled email prospects must have elected to opt-in for electronic solicitations.

Phone: Clients provide numbers for customers and prospects who prefer to be contacted by phone. Regardless of whether they are customers or prospects, for outgoing telecommunications we suppress phone numbers that are on the Do Not Call list.

Fax: Outgoing fax communications require written permission from the recipient. Clients must provide lists – customer, compiled or rented – with permission to contact by fax.

Resources

Content Management System

Key end benefit: *Access CRM's Content Management System (CMS) enables clients to develop and deliver content in different formats to their various constituencies or target audiences, and to track and archive content delivery information for future analysis and action.*

With CMS clients have access to technology that will effectively deliver content to their audience, whether it is a marketing message or an article for a publication. The system is easy to use and designed to manage content throughout its shelf-life including content creation, revision history, indexing for easy retrieval, searching and sorting options, publishing history and content delivery information. Clients also have the ability to personalize content at an individual level and track results. Extensive detailed statistical reports are available to clients electronically and give clients the ability to communicate or respond quickly based on results.

Resources - *continued*

Email Operating System

Key end benefit: Access CRMS' email technology takes the hassle out of email production - from customized content development and marketing at an individual level through response tracking and list management.

The Email Operating System (EOS) is designed to maximize response, from breaking through inbox clutter to delivering database-driven personalized messages. Our staff helps clients design headers that will get their mail opened, whether clients choose one of several proven standard templates or prefer to custom design emails for a one-time use or as a template for on-going use. Messages are developed and managed to deliver relevant information and offers at an individual level. Delivery is monitored every step of the way - from network activity through guaranteed receipt and readability. Response management, tracking and reporting give clients the peace-of-mind of knowing offers are fulfilled quickly, the database is updated immediately and qualified leads and sales are identified. Reports are real-time, providing clients with the current information they need to make effective business decisions.

Phone Messaging System

Key end benefit: AccessCRMs' phone messaging technology lets you communicate with each of your customers in a reliable, timely and cost-effective manner, using multiple phone messaging options.

Whether you are calling to confirm appointments, reminding customers of overdue payments or just wishing them Happy Birthday, AccessCRMs' Phone Messaging System lets you do it effectively with the perfect mix of technology and personal touch. Each message can be highly personalized delivering specific appointment, transactional or reminder information. Messages can be delivered by a personal phone call, text message to a cell phone or both. We achieve a personal touch by enabling clients to personalize the caller so customers hear a familiar voice. Additional personalization is achieved by message mapping that allows clients to deliver messages in up to nine languages, send louder messages to the elderly or hearing impaired and deliver welcome messages to new customers. Each message can include a unique set of either voice or digital response options. Daily reports detail calling activity and customer statuses and can be distributed to local and remote locations as designated by the client via network printers, fax or email. Permanent customer histories are archived for client records.

Fax Messaging System

Key end benefit: AccessCRMs' fax messaging technology lets you cost-efficiently reach your customers when they prefer, delivering promotional or highly personalized messages they want to receive.

As of January 1, 2007, only confirmed opt-in fax recipients can receive promotional or informational material by fax. For marketers this means that the person you are contacting wants to hear from you, whether it's a highly personalized message or promotional materials that interest them. Your fax programs will be targeted and cost-efficient to deliver.