

## Solutions

**Making CRM  
easy for you.**



## We make customer relationship marketing easy for you.

Simply stated, by using our resources and solutions to manage your customer relationship program you will have central administration of all your CRM efforts. Access CRM has every resource you need to run established programs, and to test and implement new ones. We have developed solutions, using our resources, which can be used to simplify or implement your current and any new CRM programs.

Our solutions and systems exist in software that is fully available to you without purchase. The software is easy to import content and data into. The customized process administrator system links resources to create solutions.

### BRAND SUPPORT

NEWSLETTERS  
PRODUCT INFORMATION  
SATISFACTION SURVEYS  
PROMOTIONS

### MARKETING

TARGETED PROMOTIONS  
RETAIL TRAFFIC  
ORDER FULFILLMENT

### CUSTOMER SUPPORT

REMINDERS  
RENEWALS & WINBACKS  
NEW PRODUCT OFFERS  
CUSTOMER RECOGNITION

### DATA MANAGEMENT

DATA ACQUISITION  
DATABASE TECHNOLOGY  
MARKET SEGMENTATION

**ACCESS**

www.accessdirect.com