

CDM MultiChannel Management

Better campaign management increases customer focus, sales and level of knowledge



CDM MultiChannel Management is a flexible, process-oriented and event-based campaign management system.

The system is aimed at the customers who want to run a more customer-oriented business and thus increase profit and raise knowledge level.

The campaigns are the core of any marketing function, and CDM MultiChannel Management is a strong and unavoidable tool when the customers and the market have to be analyzed, new products launched, leads generated, or when you just need to manage the marketing resources.

Dialogue-based campaign management

CDM MultiChannel Management supports the growing need to incorporate multiple communication channels in the efforts to market the company. And at the same time it keeps an overview of every single customer.

There are many options for setup and execution of the campaigns. For example, a campaign can run with multi channels like HTML e-mail emission, SMS, direct mail, in- and outbound telephony etc., all depending on the target group contact preferences. The system can also execute web-based questionnaires as a part of the campaign.

Interface to other systems

The system is developed with a number of standard interfaces like MS Outlook, Lotus Notes, Købmandsstanden, Navn og Nummer, MS Office etc. and contains tools for development of the interfaces to other systems.

Automatic response-tracking

No matter how the campaign is configured, the automatic and continuous response-tracking is registered and it creates basis for later actions and decisions.

Strong tool for customer retention

Event-based campaign management or Event Driven Marketing which is a part of the CDM MultiChannel Management is important for the company's customer retention- and loyalty programs.

Features

- Event Driven Marketing
- Advanced target group management
- Campaigns via multiple communication channels:
 - HTML e-mails
 - SMS
 - Direct mail
 - Callcentre
- Salessystem
- Integration of web-based questionnaire
- Response-tracking and automatic response management
- Automatic security check and alarm functions
- Measurement of campaign outcomes and results
- Automatic management of return post
- Advanced campaign design
- Possibility for automatic campaign execution via CDM Server (job server)



CDM

CDM A/S, Fredensborg Kongevej 56, 2980 Kokkedal, Denmark
Phone: +45 70 27 19 27, Fax: +45 70 27 19 28,
info@cdm.dk, www.cdm.dk

Microsoft
GOLD CERTIFIED
Partner

Microsoft Business Solutions
ISV/Software Solutions

CDM MultiChannel Management

Customer behavior is identified via targeted and dialogue-based campaigns aimed at the customer and subjects. The system can catch the changes in the behavior and thus the company can always be ahead of what the customers want and when. Among others, it allows to provide meaningful customer inquiries which ultimately contribute to more targeted sales, better processes and better customer service.

Campaign execution via job server

In connection with the campaign management you have the possibility to use the CDM Server. It is a perfect job server for automatic and daily execution and monitoring of the campaigns, management of the return mails, incoming e-mails etc.

Via CDM Server you can schedule, execute and monitor all campaigns.

Campaigns from the best practice

You can create your campaigns from the bottom or build them on the previous campaign patterns. The patterns develop to the best practice of campaign setup and are executed in the most optimal way. Adjustments to new and similar campaigns will normally be minimal, and just to put into motion.

The system user interface is innovative, the functions and icons can easily be recognized from e.g. MS Office, and system is also certified by Microsoft.

Free choice of communication channels

The system supports many different communication channels which you might want to use in relation with the campaign.

You can setup and configure e-mail emissions with the help of the HTML-editor. A clear text edition of the HTML e-mail is generated automatically and will be shown to the recipients who cannot receive HTML-edition.

There is a preview-function where you can see the result.

Campaign monitoring and result measurement

Regardless of how the campaign is configured, the automatic and continuous response-tracking is registered and creates basis for after-actions and decisions. For example, you can gather statistics on the hyperlinks clicks in the e-mail (so-called link clicks) in relation with e-mails emissions, as well as whether the e-mail was opened (beacon hits).

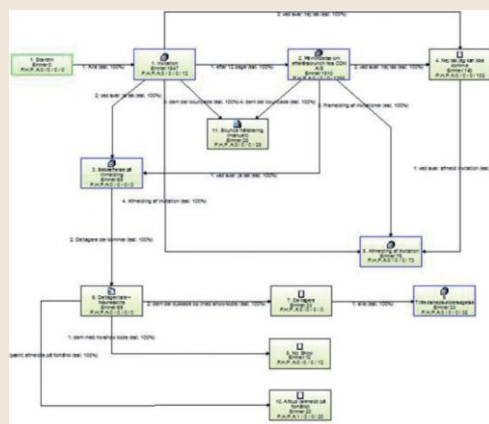
The campaign results are shown as graphs along with the campaign progress.

Advanced target group management

The system contains the advanced tools for target group management. Target groups can be dynamic, i. e. amount of subjects in the target group can vary from one day to another depending on how the data for the single subjects are processed in the database.

... Features

- Link to calendar systems: Notes and Outlook
- Visual Designer for campaigns setup



- Advanced configuration of campaigns and campaign steps
- Preview-function for e-mails
- Function for campaign test

About CDM

CDM A/S develops CRM-solutions that create strong customer relations, with more sales and better sales.

Our systems are innovative tools which make sure that information and knowledge about customers and customer subjects is flowing through your entire organization and automatically identify possibilities for cross-sale and more-sale – and thus close more sales quicker.

CDM A/S is an international, strategic Microsoft Gold Partner with more than 20 years of CRM-experience. We build innovative sale- and marketing systems both in our own CRM-system and for Microsoft Dynamics CRM.

CDM

CDM A/S, Fredensborg Kongevej 56, 2980 Kokkedal, Denmark
Phone: +45 70 27 19 27, Fax: +45 70 27 19 28,
info@cdm.dk, www.cdm.dk

Microsoft
GOLD CERTIFIED
Partner

Microsoft Business Solutions
ISV/Software Solutions