

■ Product Information

If your customer has purchased a product from you through your web site, you can provide everything from order confirmation and fulfillment information to product guides and service manuals online, giving the customer time to become familiar with what is needed even before the product arrives. If your customer has signed up for a service from you, service information and updates can be accessed online at the customer's request or initiated by you. Each communication - from product guide to updates - is an opportunity for your customer to purchase from you again, whether it is an add-on, up-sell or complementary product or service.

Once the product has been received, or the service initiated, the customer can complete warranty information and register for a multitude of CRM activities online. You can process the information internally or send it to a processing facility. Demographic and lifestyle information acquired from warranty and registration processing can be appended to the communications database record.



Customer retention and brand loyalty.

Benefit to you

Rationale A customer who has a positive purchase or service experience is more likely to be loyal to your brand and more likely to recommend you to friends. By reinforcing the benefits or advantages of your brand through customer communications, you are developing a relationship that will lead to future purchases or service renewals.

Implementation Product information exists in printed formats that can be converted to content available at your web site or at a promotional web site. Product updates, add-ons and special offers can be set up to be delivered at scheduled intervals, or triggered by a customer action.



- Content Management System
- Database Design System
- Hosting Service

