

## ■ Reminders

Reminding your customers of important needs related to the product or service they purchased also lets them know you value their business. Reminder continuity programs - daily, weekly, monthly or annually - can be automated, creating a customized CRM communication schedule. While you are servicing your customers, you are also reinforcing your relationship, your brand and generating incremental sales.



Automation requires no administration, making customer relationship marketing easy for you.

### *Benefit to you*

**Rationale** By reminding customers of scheduled service needs or replacement items, upgrades and add-ons you are adding value to the relationship and protecting your business. It is better to pre-empt a potential need by informing the customer in advance.

**Implementation** Service reminders can be generated at pre-established intervals that relate to the product or service usage patterns. Communications can be delivered electronically or by direct mail or telemarketing channels, depending on how the customer wants to be contacted. Reminders are also a good time to introduce new products and offers to stimulate sales. Content can be stored and reused when the communications are triggered by the schedule.



*phone*



*online*



*mail*

 **RESOURCES**

- Retail Traffic System
- Database Design System
- Data Collection Service
- Hosting Service