

Resources - Interactive

Database Design System

Key end benefit: Access CRM's Database Technology delivers a dynamic marketing and research tool that is customized to meet client's immediate and future needs.

Your database is the resource you depend on to make sound business decisions and design effective communication programs. Access CRM's database technology results in stable, customized databases that seamlessly integrate with internal and external resources to receive, manipulate, enhance and manage data. Proprietary database queries and profiles are then used to establish and rank customer segments. Sales and marketing managers can access a snapshot of the database at any given time, and react quickly and efficiently to new information using communication options such as email, phone and direct mail to reach targeted audiences. In the end our clients' sales and marketing dollars are used more efficiently to build their businesses.

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.

QTS Knowledge Profile System (QTS: Quizzes, Tests and Surveys)

Key end benefit: Access CRM's Knowledge Profile (QTS) enables clients to refine or enhance communications and marketing promotions based on critical information obtained directly from the target audience.

With QTS clients can quickly initiate quizzes, tests and surveys through the Internet to evaluate reader comprehension. Questions can be designed to appear in a pop-up window or special format. Interactive features give clients the ability to re-test based on individual answers and refine until comprehension is at its highest level for that audience.

Retail System (ARS)

Key end benefit: With Access CRM's Retail System (ARS) retailers can have an Internet presence to support customer relationship and manage wholesale purchases without the large investment in hardware, software and technical staff.

ARS is designed to support inventory and marketing operations within the retail environment. The inventory data includes product SKUs, quantities and styles. The marketing data consists of what the consumer sees. The inventory system features are designed to verify product attributes and availability, including a volume-pricing model to discount items. The marketing system provides the user with an informative and easy-to-use interface for browsing and purchasing items. Cross-selling and up-selling opportunities are triggered by analysis of a customer's purchasing patterns. The two systems combined ensure the customer's shopping experience is satisfying and the retailer's e-commerce is well-supported.

Data Collection Service

Key end benefit: Access CRM's Data Collection process results in accurate, standardized data that can be used to build efficient and profitable prospect and customer databases.

Accurate, standardized data results in efficient and cost-effective communications with prospects, customers and users, whether users are internal staff or individuals with whom you communicate. Data is collected from many sources, internal and external, and converted into a standard format, in fields defined by our clients. The converted data is the underlying resource for database design, and facilitates output processes from queries and profiles to complicated systems that support communication programs.

Hosting Service

Key end benefit: Hosting your website with Access CRM gives you the peace-of-mind of having a professionally managed, secure and scalable platform without significant investment in hardware, software and staff.

Access CRM has the operating system platform, infrastructure and content options you need to support the full range of websites - from the most basic static site to dynamic and database-driven sites. Clients have complete flexibility in creating and managing access to the website, including update mechanisms to manage content. Content can also be secured and accessed only by authorized users, enabling clients to build an extranet which is not available to the public. The result is a proprietary website without the large investment in overhead, hardware, software and technically trained staff.