



SAGE CRM SOLUTIONS

Sage Communicator

Sage Communicator is an outbound, electronic marketing tool that integrates with your Sage CRM Solution. It cultivates profitable customer, prospect, and supplier relationships by enabling you to create stronger, more cost-effective e-mail campaigns.

Features

- Simplifies the process of creating, managing, and tracking e-mail campaigns
- Shares information with your Sage CRM Solution for greater planning and analysis
- Automatically produces a list of e-mail bounce backs, with reasons for why they bounced
- Continuously tests the domain validity of e-mail audience to ensure it's correct
- Automatically marks a record as "do not e-mail" should the customer unsubscribe
- Provides easy access to campaign analysis illustrating the number of e-mails sent vs. not sent
- Allows creation of predetermined campaigns that are launched at a specified time or a triggered event (i.e. every Monday morning)
- Creates both HTML and text-only e-mails for greater delivery rates and reduced bounce backs
- Spam check allows sender to assess the likelihood of e-mails being rejected due to unsuitable choice of words and content
- Offers the ability to personalize the e-mail, including the subject field, to increase the chance of the recipient opening the e-mail

Cultivate More Profitable Customer Relationships Through E-Mail

Your business has a constant need to communicate with its customers, suppliers, and prospects in order to improve loyalty and drive revenue. The secret to having meaningful interactions with these audiences is getting the right message to the right people at the right time.

When it comes to e-mail, the closer a message can be matched to the preference of the target audience, in terms of its content and delivery mechanism, the higher the probability of its success. Sage Communicator makes it easy for marketers to deliver e-mails in the most effective and affordable manner.

The software integrates with your current Sage CRM or Sage CRM SalesLogix solution, writing the actions of the target audience back to the contact records of your CRM system. This information enriches your database and proves invaluable for any marketer wanting to create personalized and tailored permission-based marketing campaigns.

By effectively segmenting data and enabling you to precisely target your audience based on CRM data, Sage Communicator enables you to deliver your offer or message in a timely and cost-effective manner while successfully tracking the results. It is a smooth process that's easy to use, and becomes exponentially more powerful when embraced by your whole organization.

The Benefits of E-Mail Marketing

Lower costs

No is budget required for postage, print, and fulfillment.

Higher response rates

On average, response rates are between 6–8% for permission based e-mail, a much higher figure than traditional direct marketing campaigns.

Rapid responses rates

According to GartnerG2*, responses to e-mails accumulate in an average of three days, compared to 3–6 weeks for traditional direct mail.

Less time to create campaigns

GartnerG2* estimates e-mail campaigns are completed in 7–10 days compared to 4–6 weeks for traditional direct mail.

More frequent communication

E-mail campaign structures can be set up in such a way that frequent communication can be sent. In traditional direct marketing this is usually impractical due to cost.

*GartnerG2, January 2002, *E-mail Savings Threaten a \$196.8 Billion Direct Mail Market*



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E-Mail Communications That Get Heard

Increasingly, HTML e-mails are blocked by filters because they are believed to be spam. This can be a significant setback to a campaign and diminishes the results before the content and offer has even been delivered. Sage Communicator helps you get past filters by delivering all outbound communications as a two-part mime message. This means that both HTML and text format e-mails are created. If the HTML is blocked, the text format will be delivered in its place, thus maintaining the highest possible delivery rate.

In addition, if an HTML e-mail is blocked, it is reported back and stored against the target audiences' preferences, so that you know what percentage of your campaign audience will allow HTML through. In some campaigns it may be inappropriate to create HTML format, thus reducing time and costs.

Avoid the "Bounce Back"

Despite keeping your lists as up to date as possible, you will receive "bounce backs." The most common bounce backs include "out of office assistant" messages and delivery failures. In unsophisticated outbound tools, managing these returns can create a resource overhead, which outweighs the benefits of the tool.

Sage Communicator makes the process easy. It captures bounce backs and places them in a defined area. Then, it automatically analyzes the types of bounce back received and, where appropriate, it updates the CRM system of the invalidity of an address, or simply notes that the target was out of the office at the time of the campaign. See Fig. 1 below.

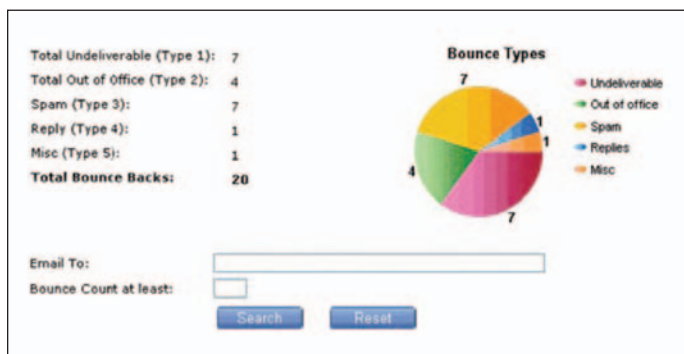


Fig 1: Bounce Back Manager showing the breakdown of undeliverable emails.

Built on the .NET Framework

As a 100% Web-based solution built in the Microsoft .NET framework, Sage Communicator utilizes common standards including SOAP and XML to ensure minimal impact on your environment, yet maximum functionality in the product. With no client architecture to consider, the only requirements are a database and Web server using IIS. By using SMTP as the mail backbone, all the leading mail platforms are supported as a delivery mechanism.

Foresight is 50/50

Sage Communicator captures your audiences' responses to communications so you can analyze what's most effective and what's missing the mark. By using the invaluable data about audience preferences in products and services, as well as their preferred time of receiving e-mail communication, you can ensure that all subsequent campaigns are more accurate and effective.

Sage Communicator Enterprise

If e-mail is a primary communications vehicle for your company, you can achieve even greater benefits by utilizing the features available only in Sage Communicator Enterprise.

The Enterprise edition offers Landing Zone and Survey capabilities. Not only can you analyze who receives the communications, but also the topic areas in which the customer or prospect continually shows interest. This learning can help you create tailored loyalty programs and cross-selling campaigns.

Landing Zones

- Enables you to create key topic areas on separate Web pages. When the contact visits a landing zone, the preference is automatically recorded and saved in Sage CRM.

Surveys

- Provides the ability to carry out online surveys to establish invaluable feedback from the target audience.
- Assesses the knowledge of the audience in key areas through surveys to establish which regular communications would be most beneficial to them.