


Key Benefits?

- ✓ Dynamic graphical drag and drop campaign planning for modeling complex multi-wave One-to-One dialogs
- ✓ Holistic conditional campaign branching based on enterprise wide information from across marketing, sale and service departments including set-up of SQL triggers against external systems such as ERP, Business Intelligence or E-Commerce systems
- ✓ Continuous automatic de-duplication for consistent communication
- ✓ Advanced response as well as non-response management, with easy campaign specific extensions and assisted data entry for increased information quality
- ✓ Complete audit trails for increased security and information completeness



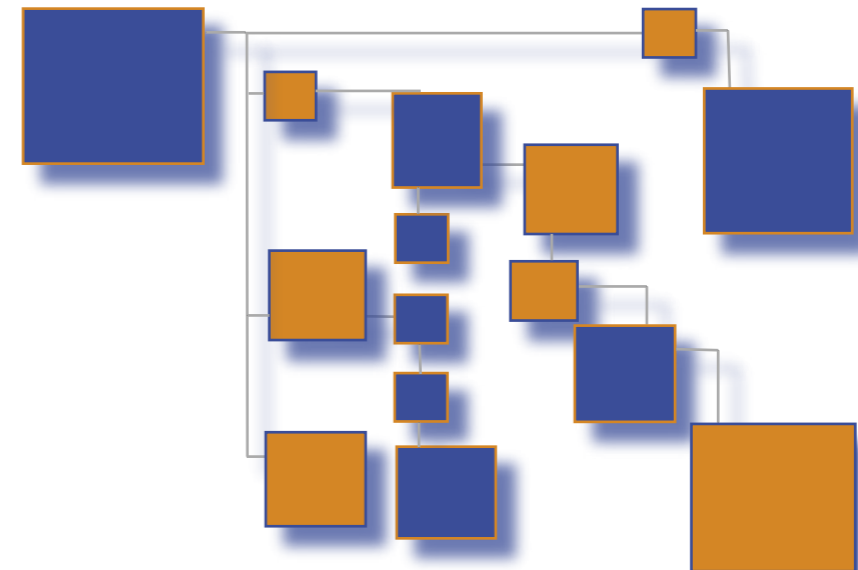
Dialog Manager



ENABLING OPTIMAL CAMPAIGN
MANAGEMENT THROUGH ONGOING
DYNAMIC ONE-TO-ONE
CUSTOMER DIALOGS

Campaign Manager is part of the Dialog Manager CRM Suite, which is a unique multi-channel solution enabling you to attract, retain and grow customer relationships. The innovative technologies allow for business flexibility and speedy implementation that lets you stay ahead and constantly improve competitiveness while enabling rapid measurable return of your CRM investments.

Campaign Manager, DM SOFTWARE



ENABLING OPTIMAL CAMPAIGN MANAGEMENT THROUGH ONGOING DYNAMIC ONE-TO-ONE CUSTOMER DIALOGS

A NEW PERSPECTIVE ON MARKETING COMMUNICATION

It is often said that all customer communication is marketing. However many organizations are finding it increasingly hard - if not entirely impossible - to manage and coordinate all communication with customers. Today the complexities are truly staggering as customers touch organizations across a multitude of physical and virtual channels.

With Campaign Manager you are able for the first time to combine next generation campaign management with ad-hoc customer interaction across the enterprise and model life long customer conversations taking into account the random nature of customer response. Campaign Manager lets you establish never ending one-to-one dialogs needed to optimize lifetime customer values.

GIVE YOUR CUSTOMERS A REASON TO STAY LOYAL

Every customer interaction could be the last. By thinking of customer communication as never ending you are able to plan and execute for endless customer loyalty. Campaign Manager enables you to easily model multi-wave campaigns across direct mail; email, SMS and telemarketing as well as file export for outsourced campaign execution. With campaign constructs such as Treatment, Filter and Conditional-Treatment non-technical marketers can effectively model one-to-one dialogs with infinite depth and complexity. Further conditional branching in the campaign tree can be triggered by events from all campaigns the customer is a member of, as well as by information from sales and customer service business functions. Campaign Manager allows to never give your customers an excuse to leave you and lets you plan and execute for true loyalty.

IMPROVE REVENUE THROUGH EFFECTIVE LEAD MANAGEMENT

One of marketing's finest duties is to provide sales channels with an ongoing stream of qualified sales leads. With Campaign Manager you are able to bridge marketing and sales effectively through advanced lead management.

With its workflow engine and automatic response delegation capabilities Campaign Manager allows you to easily establish business rules for lead distribution and follow-up. Non-response management lets you automatically trigger alternative treatment strategies for individuals that do not respond. Additionally rules for re-direction of leads ensure that if leads are not contacted in a timely manner they can be re-directed to sales people with more bandwidth. Campaign Manager enables you to go beyond traditional marketing solutions and manage full-life cycle lead generation and distribution for increased sales closure rates and improve revenue.

EMPOWER THE BUSINESS USER WITH LEADING EDGE FUNCTIONALITY

A key reason why the Campaign Manager lets you collapse business cycles and increase marketing velocity is its rich functionality and the flexibility it provides the business user. Business users are easily able to create complex multi-channel campaign flows as well as modify ongoing campaigns, all with a complete audit trail to ensure that no information is lost. In-depth pre-packed reports let you continuously stay on top of the business impact of campaigns. Further powerful response handling dramatically improve productivity; such as the Response Editor that enables rapid campaign specific extensions for response registration and Assisted Response

Registration guarantee the information accuracy through the actual data entry process. Additionally automatic de-duplication of customer information continuously ensures that no resources are wasted and that the customer dialog remains relevant and intelligent from the customer's perspective.

DRIVE MEASURABLE RETURN ON INVESTMENT

To most organizations customers are the most precious assets with its value measured in loyalty. Campaign Manager empowers you to protect and extend customer loyalty and as part of the Dialog Manager CRM suite you are able to measure and quantify how Campaign Manager quickly provides significantly improves customer value. More over Campaign Manager allows you to reduce the overall operational costs of running marketing campaigns through automating many of the planning and execution tasks as well as driving new levels of efficiency into response handling.

Campaign Manager lets you archive rapid pay back while improving customer lifetime values.

ENABLE RAPID RESULTS AND SPEEDY IMPLEMENTATION

Implementing a CRM solution is an investment that must provide returns - the quicker the better. Campaign Manager is a component of the Dialog Manager CRM suite, which allows you unprecedented speed of implementation through its extensive prepackaged set of template business processes, advanced data model and unique data driven prototyping tools.

Additionally Dialog Manager dramatically increase the end-user adoption rate through an intuitive

simple yet powerful user interface. Through batch and real-time interfaces Dialog Manager is easily seamlessly integrated with existing systems and data sources enabling you to bring customer information together cross the entire organization and make it actionable in Dialog Manager.

As a result, Dialog Manager offers the market's lowest total cost of ownership ensuring that you will see results in weeks, not months.