

axis diplomat

Campaign Management

The **axis diplomat** Campaign Management module offers a range of facilities designed for busy telesales operations or highly pro-active marketing sales and marketing department



Contact Management

The Campaign Management module extends the integrated Contact Management (CRM) facilities within **axis diplomat** to provide facilities for both managing a rotating sales cycle and for ad-hoc telesales or marketing campaigns.

This module is ideal for any company that has a pro-active telesales team, either calling existing customers on a regular basis (for example, weekly or monthly), or following up specific mailings.

Campaigns are created for specific marketing exercises, such as an individual mailer or catalogue, and also for repeat calls, with a specified frequency. Customers and prospects can then be assigned to a number of campaigns.

Once customers and/or prospects have been added to a campaign, a range of facilities are available to manage contact with those customers or prospects:

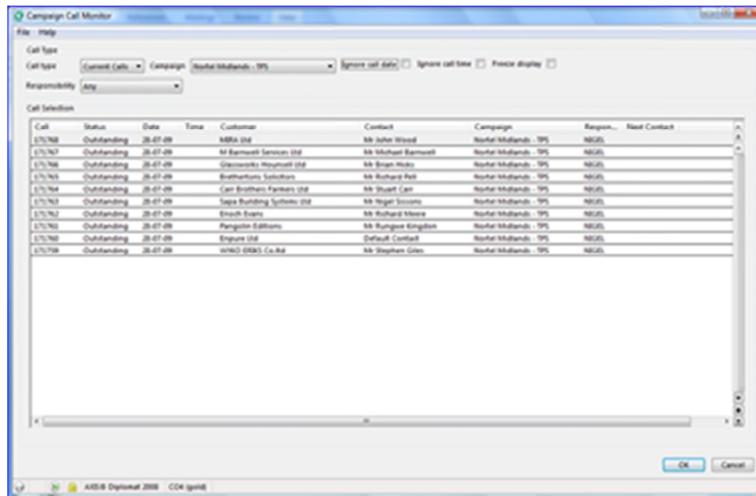
Managing Customers & Prospects

- the emailshot capability that is now standard within **axis diplomat** is extended to allow an email to be sent to all contacts within a given campaign, where those contacts have valid email addresses and have not previously indicated that they wish to opt out from (or have not explicitly opted in to) email marketing
- mailing details can be extracted for all of the contacts within a campaign to allow a traditional postal mailshot to be sent, or to create a fax-shot, where suitable faxing software is available
- a telesales function is provided to manage the telephone call cycle, including recording callbacks when the buyer is not available, and for rapidly updating records, entering orders and quotations as a result of calls.

Telephone Preference Service

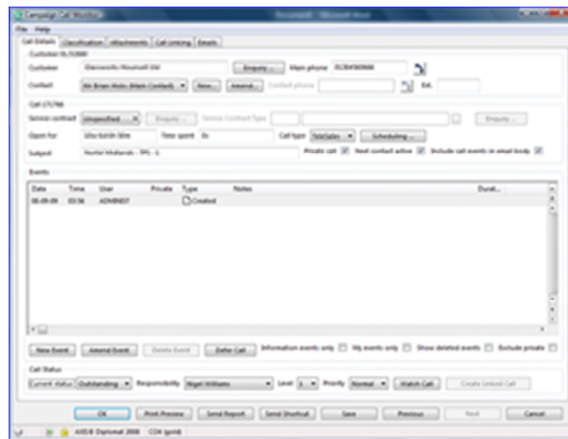
Companies calling prospective customers, as opposed to existing account customers, should be aware that it is their responsibility to ensure that those prospects, whether individuals or commercial organisations, are not registered with the Telephone Preference Service, or TPS (or, in the case of a fax shot, the Fax Preference Service, or FPS). **axisfirst** offers a separate module to such customers allowing numbers to be validated against an online TPS/FPS database – please contact **axisfirst** for more information on this.

Example 1



The Monitor Campaign Calls functions shows a chronological list of the calls waiting to be made; telesales operators simply pick calls of the top of the list; if a contact is unavailable and a “callback later” requested, the call simply goes back down the list to the appropriate point. Overdue calls are highlighted in red.

Example 2



When a call is chosen from the list, the details are shown to the telesales operator, with quick entry buttons for commonly occurring tasks (for example “not available”, “nothing required”, “place order”) along with the ability to update the notes associated with the campaign for this contact

Further Information

For further details please call one of our sale team on **0800 668 1934** or by visiting our website www.axissoftware.co.uk