

AXIS Diplomat

Gap Analysis

Gap Analysis is the art of using the sales history within your AXIS Diplomat system to identify gaps in your sales to your existing customers, and using that information to generate more accurately targeted marketing.

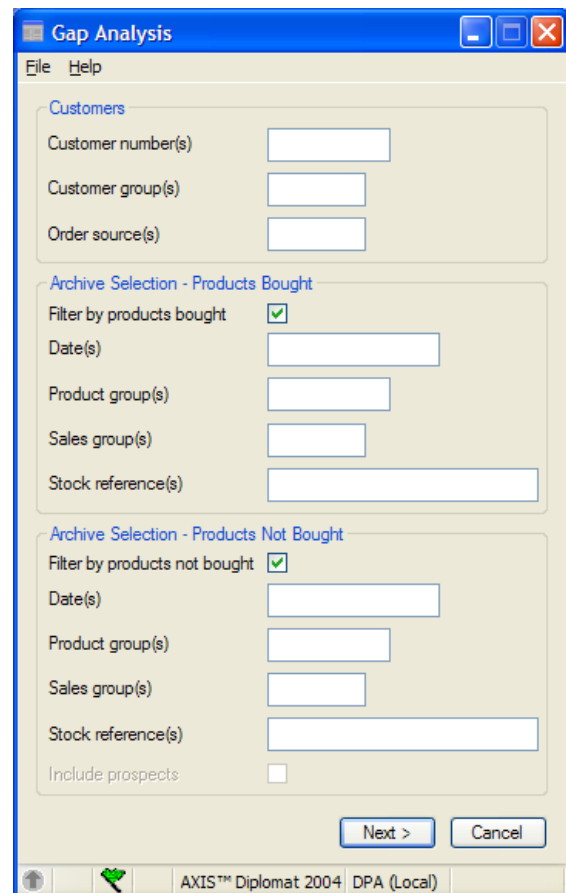
In its simplest form, the Gap Analysis module allows you to produce lists of customers that:

- ▶ bought a product, or a range of products, during a particular period of time
- ▶ didn't buy a product, or a range of products, during a particular period of time
- ▶ bought a product, or a range of products, during one particular period of time but didn't buy a different product, or a range of products, during a different period of time

If, for example, you sell both laser printers and laser printer consumables, you could identify all of those customers that have bought a laser printer in the last 18 months, but have not bought any consumables.

You can also narrow your selection down to a particular group of customers so that, depending on how your customer group codes are used, you could look, for example, specifically at your public sector customers.

This would allow you to carry out some very precise, targeted marketing to just those customers - perhaps with a special offer on laser printer consumables. Furthermore, because the marketing is only going to those who do not currently buy printer consumables, you are protecting your margins with those customers that do buy them, by not reducing prices across the board via a special offer.



The screenshot shows the 'Gap Analysis' dialog box with the following fields and options:

- Customers**
 - Customer number(s): [Text Box]
 - Customer group(s): [Text Box]
 - Order source(s): [Text Box]
- Archive Selection - Products Bought**
 - Filter by products bought:
 - Date(s): [Text Box]
 - Product group(s): [Text Box]
 - Sales group(s): [Text Box]
 - Stock reference(s): [Text Box]
- Archive Selection - Products Not Bought**
 - Filter by products not bought:
 - Date(s): [Text Box]
 - Product group(s): [Text Box]
 - Sales group(s): [Text Box]
 - Stock reference(s): [Text Box]
 - Include prospects:
- Buttons: Next >, Cancel
- Taskbar: AXIS™ Diplomat 2004 | DPA (Local)

Figure 1 - Gap Analysis Main Selection Screen

Help Prevent Attrition on your Customer Accounts

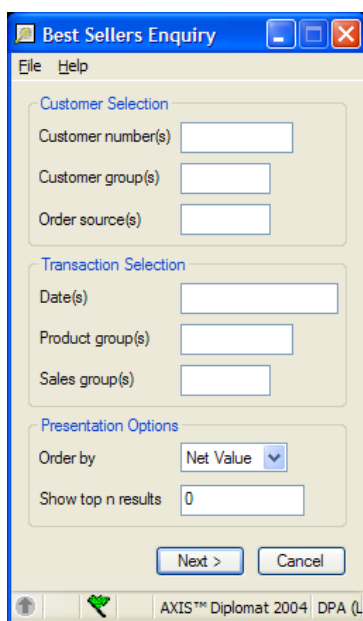
The Gap Analysis module also helps you to identify customers that may be moving away from you.

Using the previous scenario, for example, you could identify those customers who have not bought laser printer consumables in the last six months but who were buying them in the 12 months leading up to that period.

Additional Features of the Gap Analysis Module

In addition to the core functionality described above, the Gap Analysis module also allows you to easily identify your best selling items.

The definition of “best selling” can be by net value, margin or quantity shipped. You can also limit sales to a particular period of time, a range of products or a range of customers.



For more information, please contact Axis First or visit our web site:

Integration with the Campaign Management Module

The real power of the Gap Analysis module comes with its integration with the Campaign Management module.

Having identified a set of customers, via Gap Analysis, the module allows you to automatically add that set of customers to a campaign. You can then easily generate mailshots, faxshots, emailshots and conduct telemarketing campaigns to that set of customers, without having to re-identify that set of customers each time.

Continuing the laser printer example, you could create a campaign called “Printers but no Consumables”, identify those customers that have bought printers but not consumables and automatically add them as members of the campaign.

Using the standard facilities within Campaign Management, you can then send them a mailer, outlining a special offer on consumables. You could follow that up with an email equivalent, one month later and finally use some telesales resource to start calling those customers to establish whether there is a demand.

Purchasing Information

To order the Gap Analysis module, please quote reference AXD91AMGAP. For more information on the Campaign Management module, please see the Campaign Management Fact Sheet, or visit the Axis First web site at

www.axisfirst.co.uk/software/

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