

# MARKETING MANAGEMENT

Getting in front of your customers with the right message is one of your toughest challenges. The Marketing Management Solution is just that, a solution to these latest challenges. With seven key modules, you have the flexibility to simply point-and-click your way to **effective up-selling, customer retention and market penetration** campaigns. These programs include:

- ❖ Target Marketing
- ❖ Campaign Marketing
- ❖ Suggestive Marketing
- ❖ Promotional Marketing
- ❖ Churn Analysis
- ❖ Bundling
- ❖ Customer Relationship Management (CRM)



The competitive communications industry has brought about many new challenges. Not only do you have to reach new and existing customers across all generations and mediums, but you must do it all on a limited budget. Understanding these challenges, the Marketing Management Solution seamlessly integrates with the billing/OSS system to offer greater marketing opportunities and help you reach your full revenue potential.



## Effective Marketing Campaigns

Designed with the input of the NTCA Marketing Manager's Wish List and our clients' marketing personnel, this suite of programs makes it **easy to create and execute your marketing plan**. Giving your customers continual and strategic exposure to your products and services, the Quintrex Marketing Solution is a must have in today's competitive industry.

Using an intuitive filter process, Target Marketing helps you reach all your customers with a message or campaign unique to their service options. This gives you the ability to get the right message to the right group of people – without breaking your budget. By focusing your campaign on customers who fit a promotion, you can realize **immediate time and cost savings** through reduced printing and postage fees. Additionally, targeting only those customers who qualify for a specific product or service increases your take rate and ultimately leads to a greater Return on Investment (ROI). With this approach, Quintrex clients' have seen **ROIs of 137%, 163%, 168%** and more.

As the driving force behind a comprehensive marketing strategy, **target marketing tactics** can be incorporated into multiple channels of communication. Supplementing customized bill inserts and direct mail pieces, these tools can be used to create focused on-line promotions and effective up-selling campaigns. Using an immediate analysis of each customer's account, CSRs can quickly view unique up-selling suggestions based on available products, services and promotions each time they talk with them.

## Advanced Reporting for Strategic Decisions

Understanding that all campaigns might not produce the desired results, you can easily use this intuitive application to obtain a projected revenue goal prior to making any final decisions. Once the campaign is started, you are kept up-to-date with its overall effectiveness including contacts and sold counts.

Using the **instant reports and graphs**, you can determine if any adjustments need to be made on the fly to make your campaign successful. Accompanied by a complete **analysis of product churn trends**, including purchase and disconnect reasons, the comprehensive suite of marketing applications can facilitate the most successful and cost effective campaigns you've ever experienced.

The Marketing Management Solution utilizes the IBM System i as its platform. Quintrex has been an IBM Business Partner since 1982. ❖

### Marketing Management Highlights

- ✓ Create your most effective up-selling, customer retention and market penetration campaigns
- ✓ Instantly track campaign results
- ✓ Realize immediate time & cost savings by targeting only those who qualify for promotions
- ✓ Comprehensive churn reporting provides in-depth analysis of churn trends