

# Marketing features from



MACC understands the importance our clients place on marketing and advertising activities. For this reason, we're always adding and updating marketing-related features to our products and line-up of services. Below are just a few examples.

## **Suggestive Marketing**

MACC's Suggestive Marketing tool allows you to build pre-defined criteria for analyzing the product offerings your customers are (and are not) signed up for. When these customers call in, your CSRs can call up this analysis, along with pre-defined CPNI approved sales scripts, giving your staff an opportunity to up-sell to your end-users.

## **Client Relationship Management Module**

Our Client Relationship Management (CRM) Module makes it easy to track customer contacts and activity. It has great flexibility as companies can configure very specific types of activities to track. Using the module, employees can instantly see a history of contacts with a customer when an account is open to ensure consistency in the message he or she receives. The module also features reports which allow managers to identify trends in customer interactions and activity.

## **Automated E-mail and Texting Capabilities**

For clients utilizing Microsoft Outlook as their e-mail client, Customer Master offers a host of automated e-mail and texting capabilities. Of interest to marketing professionals, an e-mail can automatically be generated and sent to new customers (as long as an e-mail address for the customer exists in the "Other Information" window). This e-mail would contain user-defined text, and can also contain a file attachment, such as a welcome packet, customer survey link, etc.

## **Track customer premise equipment**

With the Network Inventory Interface (NII), you'll be able to manage and update your inventory as it is installed at a customer location. Inventory is relieved from AM, while making the association to the customer through the Service Order process in CM.

## **CM reports...do you know?**

**Do you know about all the reports available to marketing professionals in Customer Master? There are literally dozens of reports to make your job easier. Below are details on just a few of them.**

### **Do you know about Service Order Questions and Answers?**

By associating questions with Service Order Classes, you can track the reasons behind the orders. For example, find out why customers are discontinuing services by setting up a "Why are you disconnecting?" question. Associate pre-defined answers such as service options, service support, service cost, contract requirements, going cellular, moving out of area and so on. By making both the question and the answer required, you can get great data from the Class Q&A Report through Tools – Reports - Service Order. Selecting a single Class and Question can let you zero in and target those customers with special promotions, like a win-back campaign with special pricing and terms.

### **Do you know about the Assigned Services Report?**

This is a great report for monitoring the services to which your customers currently subscribe. Run by all networks or a single network, it's another Customer Master tool that can help you discover new marketing opportunities.

### **Do you know about the Churn Report?**

Through Tools – Reports – Marketing, the Churn Report allows you to track service ins and outs by date range. By selecting a time period and USP codes, you can follow your count for outs, ins, quantity changes and more. This report is a great way to keep on top of what's happening with your entire customer base.

## **Ready to enjoy the benefits of the AM/CM Interface at your company?**

If you're ready to enjoy the increased efficiency and accuracy of the AM/CM Interface at your company, contact your MACC Client Relations Manager or National Sales Representative for more information.