ASC

Applications Systems Corporation

Taking closer aim at your target audience

ASC offers "Insight" to using your customer data

As a Craftsman user, you have access to an enormous amount of market data. It comes in the form of the information that's automatically recorded with every transaction—purchase history, preferred vendors, salesperson, customer info, comments, etc. Yet, do you utilize this intelligence for your mailing lists and direct mail advertising? ASC's latest module, Customer Insight, can help you maximize your direct marketing dollars by using that 'market insight' to generate targeted mailing lists focused on customers more likely to respond—subsequently reducing your postage and printing costs along the way.

Customer Insight works in unison with the mailing list program (MAILLDA) from your Craftsman for Windows base system. Upon importing records from MAILLDA via .txt file, Customer Insight showcases 70 fields worth of information on any given customer, including contact info, sales history, average price of purchase and additional data not ordinarily found in the typical MAILLDA output.

By simply clicking "Create Criteria", you can build a powerful mailing list based on parameters of any one or more of those 70 fields. For example, you can generate a mailing list of customers from zip code 12345 who purchased a particular type of jewelry (or vendor) on three or more occasions in the last calendar year. Once you have those results, you can stop or further refine the list with additional criteria (e.g. customers from 12345 who have made purchases on three or more occasions, with an average purchase of more than $500).

If, instead of refining your list, you want to tack on additional records, Customer Insight has a Cumulative List function that allows you to combine the results of multiple searches to create a separate, collective list (e.g. combining the above search with customers who had a birthday or anniversary in March). Customer Insight also comes with a duplicate control feature so that you can easily remove redundant records.

With your targeted and refined list in place and a few simple clicks of your mouse, Customer Insight can easily convert these records into:

- Standard mailing labels
- A mail merge in Microsoft Word (great for personalized "Thank you" notes and other form letters)
- A Microsoft Excel spreadsheet
- An export file to provide to mailing houses and other vendors

It's that simple. And by targeting your mailing to customers most likely to respond rather than your entire mailing list, you'll notice great savings on postage and printing along with increased sales.

Beyond improving the return on investment for your direct marketing dollar, Customer Insight gives you a very effective tool in enhancing customer relations, making it extremely easy to:

- Send out "Thank you" notes to customers after a purchase
- Notify customers of the new arrivals from their favorite designers (based on data from previous purchases)
- Mail birthday and anniversary cards
- Develop e-mail lists to announce special events
- And much more

Nobody knows your customers better than you do. With Customer Insight, you can put that knowledge to work to highly successful create direct marketing campaigns that keep printing and postage costs down and sales up.

For a demonstration of ASC's Customer Insight module, please contact the ASC sales department at **617-426-2918**.