

Communicate intelligently! ► **click&maximize™ CRM Lead- and Campaign Management**

With this package you are in a position to execute campaigns intelligently — from the planning to the execution. You can generate and further process leads directly from campaigns.

Your advantage: you reduce wastage and increase the efficiency of your marketing campaigns. Your target groups are addressed individually with custom-tailored offers.

Our offer includes the following services:

- ▶ Introductory workshop
- ▶ Set-up of the user profile for marketing employees
- ▶ Set-up of a standard role for the use of lead management
- ▶ Exemplary creation of features and feature groups for existing customers as well as coaching of the professional department
- ▶ Set-up of the segmentation and target group formation
- ▶ Incorporation of external data sources (ELM, External List Management)
- ▶ Removal of doubles within the target group
- ▶ Set-up of the campaign planning and execution for 3 channels: e-mail (e.g. newsletter), letter, data export (e.g. to an external letter shop)
- ▶ Activity generation from the campaign (tasks for sales employees, tour specification, trade marketing, etc.)
- ▶ Set-up of a lead type
- ▶ Set-up of simple organization data and partner finding
- ▶ Key user training
- ▶ Support for start-up

Your marketing will profit from these extensive possibilities:

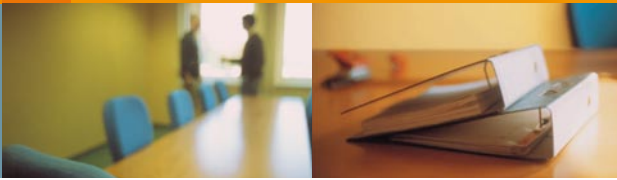
- ▶ Marketing resource management
- ▶ Multi-channel campaigns
- ▶ Personalized e-mails
- ▶ Marketing planning and budgeting
- ▶ Marketing calendar and journal
- ▶ Marketing segmentation and list management (marketing address data will be purchased and read in)
- ▶ Access to various data sources
- ▶ Segmentation across relationships
- ▶ Target group optimization
- ▶ Structured recording via questionnaires
- ▶ Rule-based and automatic lead distribution
- ▶ Mass generation of leads

Prerequisites

- ▶ click&maximize™ CRM starter package for new CRM customers, SAP® CRM users can use the expansions even without the starter package
- ▶ SAP® CRM licenses

Preis

27.600 EUR



Also use other movento click&maximize™ CRM packages at a fixed price!

We offer you click&maximize™ CRM package solutions for all customer management requirements, e.g. for:

- ▶ Marketing
- ▶ Sales
- ▶ Service
- ▶ E-Commerce
- ▶ Mobile Business
- ▶ CRM Strategy
- ▶ Industry Solutions and Industry-specific Expansions

All packages offer a fixed price with pre-defined services — for more security and transparency with respect to the scope of services, time, and costs. Our package solutions are constructed in modular fashion and can be used individually or in combinations. This way, you can expand your CRM system step by step — you use only that which you actually need.

Do you have questions?

You will find detailed information about the individual packages in the downloads section of our Web site. We will also be glad to advise you personally as to which package solution fulfills your specific requirements — please call us:

movento GmbH
Willy-Brandt-Platz 1–3
D 68161 Mannheim
T +49.621. 39 17 70
info@movento.com

movento Schweiz AG
Ikarusstrasse 9
CH 9015 St.Gallen
T +41.71.313 5570
info@movento.com

info@movento.com www.movento.com

About movento

SAP is the technology, the contents come from movento. We will show you how you can design your customer relationships more profitably — right away and for the long term. We ensure that you are always close to the customer. For movento is CRM in motion! For more information about us and our products as well as references and project examples, please visit www.movento.com