

Dashboard & Campaign Examples





Call for further information on:
 **0844 800 2436**



ATTAIN is a web based, multi-channel communications platform designed to streamline communications, reduce costs and improve results. ATTAIN creates a single customer view, consolidating and integrating all data from your current systems into one location enabling you to segment and target your customers more efficiently and effectively.

Customer data is a valuable asset. Using intelligent data management, ATTAIN allows you to access all information for every customer in one easy to use web based system. ATTAIN allows you to select and segment your customers according to any purchasing and behavioural characteristics contained, enabling you to engage with them on a more intelligent level. By increasing the effectiveness of your customer communications, ATTAIN can demonstrate a measured return on investment and help to increase the sales revenue generated across all of your campaign activity.



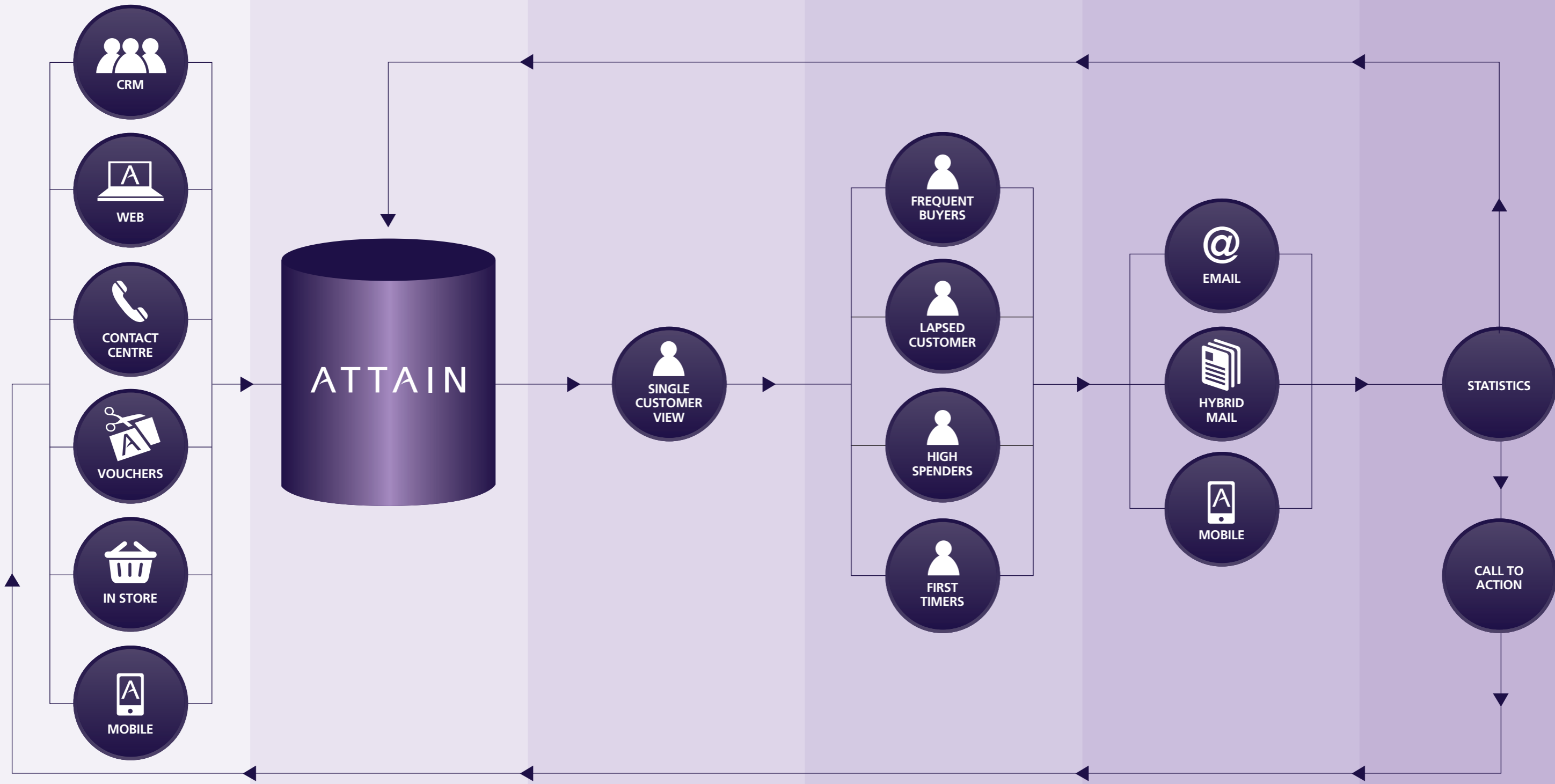
 FEATURES	 BENEFITS
Integrates data from disparate systems	Pulls together all of your data into one easy to use system
Creates a single customer view	Allows you to view every interaction your customer has had
Segments your data	Search function allows you to create specific customer groups for targeted communications
Sends multi-channelled communications	Allows communication with your customers via Mobile, Email and Hybrid Mail all within one system
Sends unique Hybrid Mail communication	Your digitally created mail is electronically transported and printed at the nearest distribution centre
Holds detailed campaign reports	Allows you to view real time statistics across all campaigns
Logs all campaign history	Records all actions and reactions back to individual recipients



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How **ATTAIN** works



DATA CAPTURE

Data can be collected from multiple sources, including websites, call centres, CRM and EPOS systems. Ultimately all electronic data held across all divisions and/or branches can be integrated into ATTAIN allowing you to access the most complete picture you have for every customer. Data will continually feed into ATTAIN through your multiple sources and future campaign activity.

CONSOLIDATION

Using secure FTP locations ATTAIN will integrate all your data into one system. A series of data cleansing routines will improve the data quality and remove duplicate records whilst keeping the important transaction and communication history in one location. The process then continues each time new data is supplied and fed through the system.

SINGLE CUSTOMER VIEW

The consolidated data creates a unique database of all your transacting and prospective customers. This single customer view provides you with the most complete picture of every customer you have. All transactional and personal information provided can now be viewed. All future communications through ATTAIN will also be logged against each customer. Storing all of this information at individual level will drive and inform all future communication messages.

SEGMENTATION

The easy to use search tool allows you to target customers with similar characteristics or behavioural patterns. You may run unlimited searches to segment and understand your data. A message can then be tailored around the characteristics of any saved search e.g. A purchasing offer to a group who haven't purchased for a period of time, A monthly statement to a group of customers who are due to receive their bill etc. The web based system allows you to search your data whenever you like.

COMMUNICATION

ATTAIN contains inbuilt user friendly tools that allow you to communicate to your customers via Email, Mobile and Hybrid Mail. These tools allow you to create HTML Emails, Mobile Messages, Voice Messages, Hybrid Mail Letters, Invoices and Statements in a matter of minutes, by simply uploading the text and images you wish to use. Once created these messages can be set up to be sent immediately or scheduled into the future.

RESPONSE

Each outbound communication is recorded against all customers who have been selected to receive the message. Each communication is tracked and all responses captured. All information captured will be fed back into ATTAIN's single customer view. This provides greater insight into customer behaviour and allows you to further improve your on-going communication strategy.