CDM MultiChannel Management

Better campaign management increases customer focus, sales and awareness levels

CDM MultiChannel Management is a flexible, process-oriented and event-based campaign management system.

The system is geared to companies looking to run a more customer-oriented business with a view to increasing earnings and the level of awareness.

Campaigns are the heart of every marketing function, and CDM MultiChannel Management is a strong and indispensable tool when it comes to analysing customers and markets, launching new products, generating leads or when you simply need to be in control of your marketing resources.

Dialog-based campaign management
CDM MultiChannel Management supports the growing need for being able to incorporate several communication channels in the work of marketing your company. And, at the same time, to keep an overview of what is happening with the individual customer.

There are numerous opportunities for the setting-up and execution of campaigns. For example, a campaign can be run using multiple channels, such as HTML e-mail dispatches, SMS, direct mail, inbound and outbound telephony etc., depending on the target group's preferred method of contact. The system can also execute web-based questionnaires as part of a campaign. Interface to other systems

The system comes with a number of standard interfaces, such as MS Outlook, Lotus Notes, Købmandsstanden, Name and Number, MS Office etc. and also includes tools for developing interfaces to other systems.

Automatic response tracking
Regardless of how the campaign is configured, the automatic and continuous response tracking will be registered to form the basis of subsequent actions and decisions.

Strong tool for retaining customers
Event-based campaign management or Event Driven Marketing, which comes with CDM MultiChannel Management, is crucial when it comes to customer retention and loyalty programmes.

Customer behaviour is charted by means of targeted and dialog-based campaigns. The system is able to detect changes in behaviour, thus the company will always be one step ahead when it comes to what customers want and when. Among other things, this results in relevant customer inquiries which, at the end of the day, contributes to more targeted sales, better prognoses and better customer service.

Features

- Event Driven Marketing
- Advanced target group management
- Campaigns through several communication channels:
  - HTML e-mails
  - SMS
  - Direct mail
  - Call centre
- Sales system
- Integration of web-based questionnaires
- Response tracking and automatic response handling
- Automatic security check and alarm function
- Measurement of campaign outcome and results
- Automatic handling of return post
- Advanced campaign design
- The option of automatic campaign execution via CDM Server (job server)
- Link to calendar systems: Notes and Outlook
- Visual Designer for building the campaign
- Advanced configuration of campaign and campaign steps
- Preview function for e-mails
- Function for testing the campaign

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Campaign execution via job server

With regard to campaign management, you have the option of using CDM Server. It is a job server that is ideal for the automatic, daily execution and monitoring of the campaign, the processing of return mail and incoming e-mails etc.

Thus, using CDM Server, you can schedule, execute and monitor all campaigns.

Campaigns based on best practice

You can create your campaigns from scratch or build them up around previous campaign templates. The templates develop into a best practice for the way in which the campaigns are set up and executed optimally. Adaptations for new, similar campaigns will normally be minimal and straightforward to get underway. The system's user interface is innovative, functions and icons are easily recognisable from, for example, MS Office and the system has also been certified by Microsoft.

Free choice of communication channel

The system supports numerous different communication channels that you may wish to use in the campaign.

If it involves e-mail dispatches, you will be able to set up and configure the e-mail for the specific purpose using the HTML editor. A plain text version of HTML, the e-mail is generated automatically and will be displayed to those who cannot receive the HTML version.

There is a preview function whereby you can see the result.

Campaign monitoring and result measurement

Regardless of how the campaign is configured, the automatic and continuous response tracking will be registered to form the basis of subsequent actions and decisions. For example, in connection with the e-mail dispatch, you can collate statistics on whether or not hyper links in the e-mail have been clicked on (so-called link clicks) and on whether or not the e-mail has been opened (beacon hits). The actual campaign results are displayed as graphs as the campaign progresses.

Advanced target group management

The system includes advanced tools for managing target groups. Target groups can be dynamic, meaning that the number of prospects in the target group can vary from day to day depending on how the data for the individual prospects is processed in the database.

About CDM A/S

CDM A/S develops CRM solutions that create stronger customer relations, with increased sales and better sales.

They are innovative tools that ensure information and knowledge regarding customers and customer prospects flows throughout your entire organisation. And, for example, it identifies the potential for cross-sales and upselling – thereby concluding more transactions more quickly.

CDM A/S is an international, strategic Microsoft Gold Partner with more than 20 years' CRM experience. We build innovative sales and marketing systems, both in your own CRM system and for Microsoft Dynamics CRM.