



Marketing Manager

Marketing Manager provides a comprehensive set of tools to enable marketing and sales teams to build, execute and manage segmented campaigns to customers and prospects.

Key Features at a Glance

- Share customer and prospect campaign information across the business
- Use very latest transactional information to build and execute marketing campaigns
- Manage and execute marketing and sales campaigns
- Hold campaign profiles for future reuse
- Monitor and manage marketing programmes through their lifecycle
- Track campaign results in real-time

Benefits

- More effective management of marketing budget and resources
- Simplify campaign list building and management
- Maximise campaign ROI by identifying timely follow-on activities through proactive real-time monitoring of results
- Automatic tracking of campaign KPIs can remove the need for offline spreadsheet analysis

Introduction

All the information relating to customer and prospect interactions is held in a single data repository at the heart of OneOffice. This means that campaigns can be designed, built, executed and monitored using a single integrated suite of campaign management tools. By using the power of Events, Active Intelligence™ and the workflow engine in OneOffice, customer interactions can be initiated and optimised to ensure that the maximum profit is generated from each campaign.

The Marketing Management toolset consists of:

- Profiler
- Campaign Controller
- Campaign Monitor

Profiler

The profiler enables campaigns to be tightly focused onto organisations with a high likelihood of responding and subsequently making a purchase.

Having identified a 'Campaign Profile' the segmentation information is stored in a Campaign Library for use in current and

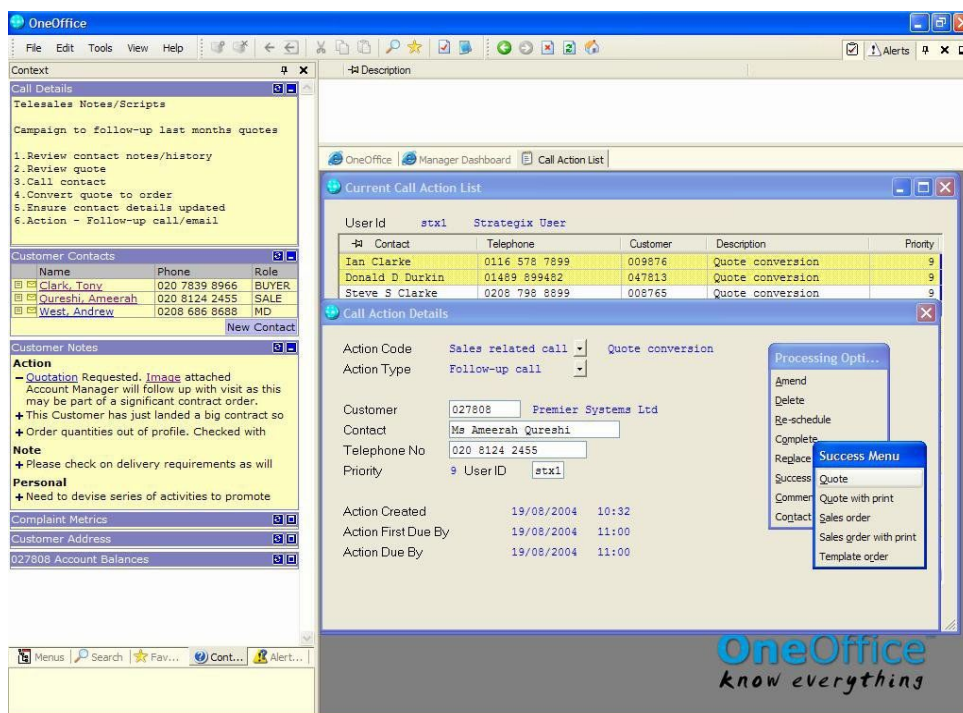


Figure 1. Marketing Manager can be used to create and manage many different types of 'campaign'. This is a sales person's view of a campaign showing who they need to call, the process they should follow and a range of follow-on actions, such as raise a quote.



future campaigns. This simplifies the creation of a series of planned activities to be directed at a particular target sector and across a range of audiences within the sector and reduces the cost of follow on activities.

Campaign Controller

The Campaign Controller provides a quick and easy way to manage and view all the activities and outcomes throughout the lifecycle of each campaign.

Using a simple six step approach, each campaign is managed through its lifecycle using a dashboard

Step 1 - Outline

The role of the Campaign Controller begins right at the start of a campaign. Here it is used to define the objectives of

the campaign as well as the budget, planned outcomes and any funding from third party organisations.

Step 2 – Team and Tasks

The team, their roles and their tasks are identified. Tasks can be placed directly into the diaries of the team members or via the workflow engine in OneOffice.

Step 3 - Selection and Generation

With the core elements of the project defined, a Campaign Profile is selected from the Campaign Library or a new profile is identified using the Segmentation Analyser. When the campaign is ready to run, the Campaign Profile is used to generate the target audience for the campaign. The generator creates call lists for outbound telemarketing, an e-mail list for e-

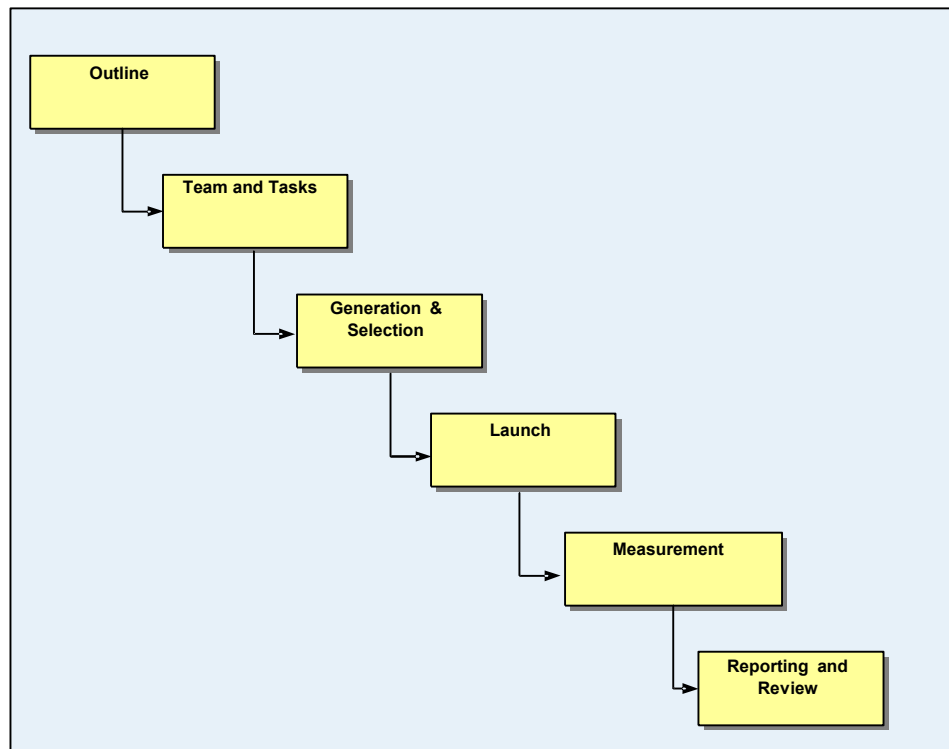


Figure 2. Campaign Controller can be used to define the various steps marketing programmes should take within an organisation. Multiple different processes can be defined for different types of campaign.



marketing and a file for use in direct mail programmes. By holding a pre-qualified Campaign Profile in the library, rather than holding the actual list itself, the very latest transaction and contact data is available for the campaign ensuring the highest possible conversion rate. As the list is generated, a series of s-Alerts and related workflow actions are automatically created to ensure that inbound calls to sales desks are can be handled in the context of the campaign.

Step 4 - Launch

The campaign is now ready to launch. Using the OneOffice e-Mail Gateway e-marketing campaigns and follow-on mailings can be generated on demand, enabling the business to react quickly to changing market conditions. Using a unique campaign code, all activity across all channels is tracked, monitored and actioned.

Step 5 – Measurement

The progress of each campaign is measured in real-time. Calls to sales desks are tracked through call records; quotes/orders are tracked across all contact points, including the OneOffice Customer Portal and sales desks. Information such as lead to order conversion rates, revenue and profitability is measured. Progress against the metrics for the campaign is displayed. Costs associated with a campaign can either be entered directly into the Campaign Controller or managed through OneOffice Project Costing and displayed in the Campaign Controller dashboard.

Step 6 – Reporting and Review

As each Campaign progresses through its lifecycle, management reports can be generated to report outcomes to management and as feedback on joint

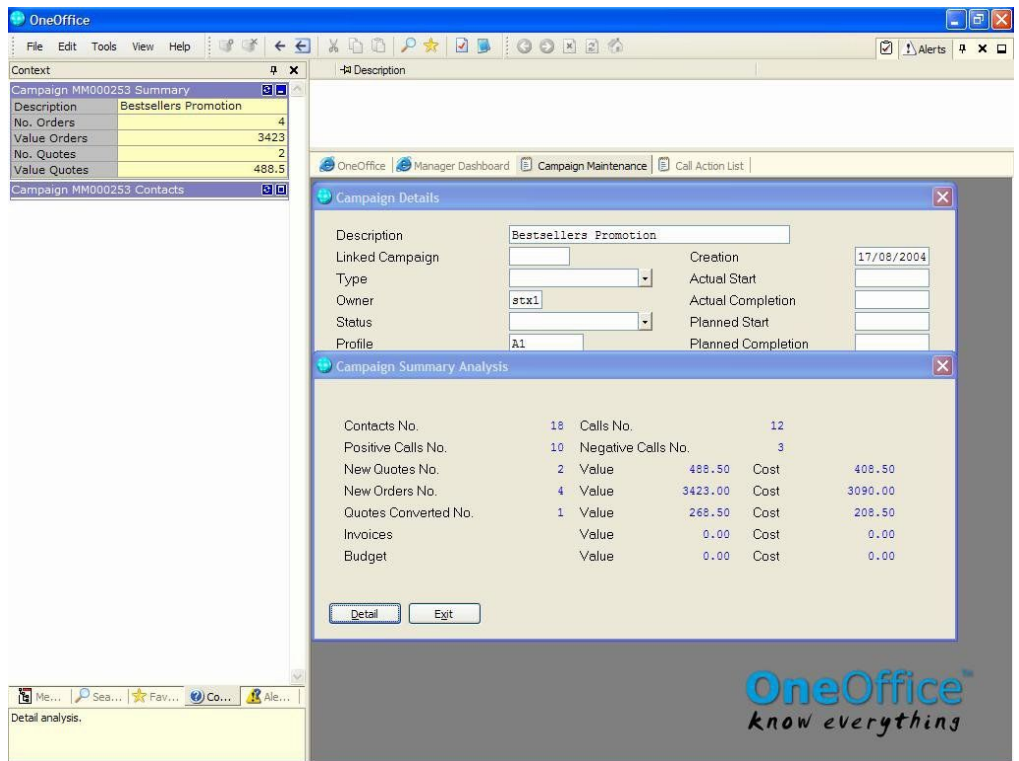


Figure 3. The sales and marketing team can monitor the current status of a campaign at any point, this enables proactive management of the activity ensuring earlier intervention if corrective action is required.



programmes with vendors.

The integrated architecture of OneOffice ensures that the outcome of each campaign is maximised. Task escalation and context sensitive s-Alerts ensure that each customer interaction is maximised.

Campaign Monitor

The Campaign Monitor provides a single view across all campaigns and the ability to drill-down into the Campaign Controller for each campaign. This enables the teams managing campaigns to easily review progress against goals and once a campaign is live to change their tactics if it isn't performing as expected.

This interactive approach to campaign management is possible because the Campaign Controller and Campaign Monitor sit inside the unified architecture OneOffice. This means, for example, that customer sales activity and stock information is available in real-time across the whole businesses, so marketing and sales managers can act on campaign intelligence with confidence and in real-time. If the response to an initial e-marketing campaign was below expectation, the proposition can be modified, pricing reviewed, stock availability checked and a follow-on campaign built and dispatched in a matter of minutes.

Joined Up Business

The interactive nature of customer relationship management is most evident when managing campaigns. To support this joined-up approach, the Marketing Management toolset has been designed to work with other components of the OneOffice application. For example:

- KPIs from the Campaign Monitor are also available as a plug-in to the role based dashboards in the Business Intelligence Portal, this ensures that senior management have access to Campaign Information.
- Campaign results can be distributed via e-mail through the e-mail Gateway
- Campaign status can be delivered to vendor partners as XML via the Collaboration Manager
- The revenue and costs associated with a campaign are captured inside the financial management facilities in OneOffice ensuring that everyone is using the same information and metrics.

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