

Customer Marketing

When considering the profitability of your business

Would it be helpful

To be able to identify and sell directly to your customers based on their preferences?

When considering customer service

Would it be helpful

To be able to answer any question on any topic from a single screen that drills down to any level of detail?

When dealing with your customers

Would it be helpful

To be able to offer any form of sales channel including Retail, Telephone Sales, and Web Shop?

Management 2000 supports a complete customer focused multi channel retail model from the one database

Management 2000 is not a CRM system. It is a customer centric inventory and business management system. This means that customer behaviour is intimately linked to inventory and transactions and that a single communication system operates. For example all product purchases at retail can be viewed at the customer level as well as any purchases through catalogue orders or web shop. Returns can be accepted at retail or by mail and can create a single credit that can be consumed by any subsequent transaction.

Customer and business growth rates can be explosive if the marketing mix is correct. AOL grew continuously at 40% pa based on its understanding of the lifetime value of each customer until it became the dominant Internet player in the USA. One of our current customers is growing Australian catalogue sales at 50% each catalogue.

- **Management 2000 supports explosive growth**
 - Customers range in turnover from \$5 million to well over \$100 million
 - Monthly transaction volumes range up to 200,000 on average and peak at several times that level
 - Management 2000 supports daily replenishment picks of well over 50000 units
 - One customer has grown their customer database from 50,000 to over 700,000
 - One customer with an extensive email campaign during December 2003 turned over 40% more than budget on boxing day
 - One customer doubled comparative sales from the first catalogue using Management 2000

- **Management 2000 cares about the customer**
 - What size do you wear
 - What quality do you like to buy
 - How and when do you like to buy
 - Do you respond to offers
 - How do you like to communicate

Management 2000 is the YES option. YES I can do what I want to do. YES I CAN do what I want to do.

- What is your value to our business
- **Management 2000 focuses on profitable use of each retail asset - customers**
 - Confirm the market value of the business in terms of goodwill by identifying customer returns
 - Can I source the product that you would like to buy from another location
 - Can I add value to the service that you want to give others (eg Logos, Uniforms etc)
 - I can send you gift vouchers that represent your value to our business
 - I can show you the details of your transactions and reprint docketts and statements
 - I can offer you credit which is the cheapest and most powerful loyalty program there is
 - All my staff can see the value of your business and respect it.

Management 2000 integrates the customer into the business in an effective and unobtrusive manner driving all relevant detail to the point of presence so the parties available can agree on the facts and make correct decisions.