



CRM Data Outsourcing

The success of your direct marketing campaign depends on the quality of your data.



000110001011100001010 100110010101000101011101010100010101000011000101110000101010111

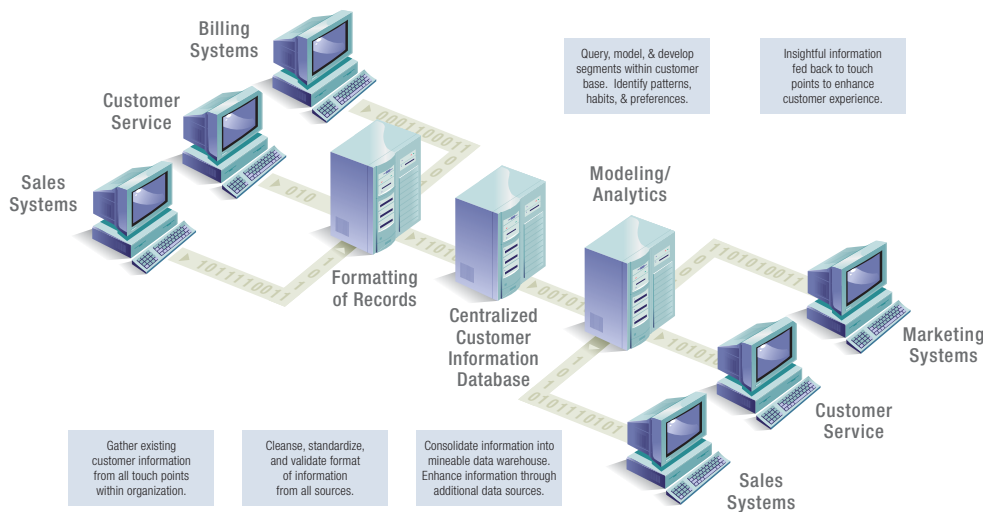


Traditional customer service is no longer enough. Today's customers demand a more personal experience. You are expected to remember your clients' names, previous purchases and even birthdays. Successful Customer Relationship Management (CRM) takes these expectations into account and makes them work for you by successfully managing customer data and using it to fuel a more personalized customer connection. The end result is better customer retention and maximized Customer Lifetime Value (CLV).

CRM Data Outsourcing with PerformanceDP is a logical first step prior to buying a full CRM system. Our data outsourcing provides the benefits of CRM without the expense and complex implementation of an in-house system. We deliver:

- > Customized collaboration between all sources of customer-related data
- > Short lead time, fast start-up
- > Limited financial commitment
- > Access to team of data specialists
- > Data protocol compatible with future CRM implementation

So much data is already there in your sales system, customer service files, billing records and other sources. Let us show you how to put it to work for maximum benefit.



Acquire

Retain

Cross-Sell

Up-Sell

Call
800.869.2300
to learn how
PerformanceDP can
help your company.

