

DATABASE BY DESIGN, INC.

Save Time and Money with Proactive Messaging

Have you ever wanted to remind your customers of special events? Would you like to keep people informed of your organization's important dates? Do you want your staff members to be more efficient when trying to contact your existing and potential customers? Would you like to simplify your communications and save money at the same time? Proactive messaging can help you achieve these goals.

It's All About Communication: Any time that the communication process can be automated, opportunities to save time and money can be realized. Proactive messaging is intended to accomplish this. Here are some examples of when it can be used:

- ✔ If customers subscribe to services from your organization, sending out notifications that the subscription is up for renewal will give customers the opportunity to continue the service instead of having it lapse.
- ✔ You have found that if you contact your customers about their outstanding invoices, they will usually make a payment shortly after the contact. If you had an e-mail message automatically sent before an invoice reached a certain age, you could improve your account receivables turnaround time.
- ✔ Optimize the time of your salespeople. Send a reminder notice to existing and potential customers of a planned meeting.



What is Proactive Messaging? By modifying your database system to actively watch for important dates or events, e-mail messages can be automatically created to communicate this information in a timely manner. Various templates can be designed to provide the proper tone for the message. Based on instructions entered into the system the database can send an e-mail to communicate the coming event, deadline, or time sensitive opportunity. All messages can be subject to management review.

How Can It Save Me Time and/or Money? Instead of using people to find opportunities to communicate with existing and potential customers, let your database do this work for you. The cost to add this programming is a one time expense, whereas the labor-based approach can continually drain financial resources. Also, when the database searches for opportunities, the results are immediate. Searching manually takes time and can result in errors.



Boost your revenues by automating communications. At Database by Design we can use several methods to enhance your database systems to meet your messaging needs. Contact us so we can help you improve your communication efforts.

Database by Design, Inc. - (503) 579-4638

info@mycustomdatabase.com

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