# ICS Marketing Services

Customer Relationship Management System



Marketing Data Warehouse Portal
 Customer Relationship Management System

Enrollment SystemCustomer Satisfaction Portal



Sure — every marketer knows successful CRM requires relevant one-on-one communications, tailored to <a href="mailto:each">each</a> customer's unique situation. But, how can you manage this cost-effectively – especially when your communications are highly complex, requiring multiple variations to many customer groups?



## With ICS's CRM System, you can...

- Have tailored, one-on-one communications with *each* of your customers
- Simplify complex content management
- Update content on-the-fly, online for global changes or just targeted customer groups
- Incorporate production, fulfillment and distribution for both printed and email communications
- Have print-on-demand control with as many communication variations as you need
- Always be in-the-know with online access to real-time inventory management, activity reports, transaction look-up and postage management

See how ICS turned ACN's complex CRM project into a simple success.

Visit www.icshq.com/marketingtechnologies/CRM

Just call us and we can do the same for you.





# ICS Marketing Technologies

# Custom Web Portal Systems at Off-the-shelf Pricing

**Data-driven, Web-based platforms dramatically impact your marketing results.** ICS Marketing Technologies gives you secure, Web-based portal solutions built for your common, marketing needs.

### With ICS Marketing Technologies, you can...

- Save time & money managing your marketing programs
- Focus on business growth, not marketing implementation
- Track programs in real-time easily & securely from any place, at any time
- Be more effective in your CRM, prospecting and management activities

We customize each Web interface for you, but re-use "back-end" technology. That's how you get a custom solution at such a great price.



Learn how these Marketing Technologies can grow your business.

Visit www.icshq.com/marketingtechnologies,
call or email us.

For ICS Marketing Technologies case studies, visit www.icshq.com/experience



#### When You Need to...

Find & Convert Your Best Sales Leads
Integrate Your Online & Offline Marketing
Enhance Customer Communication Relevancy
Reduce Marketing Costs & Management Time
Measure & Optimize Your Marketing Efforts &
Prove Increased Sales

You Need...

