



ContactsASQ

Making the Most of Your Contacts



analytics

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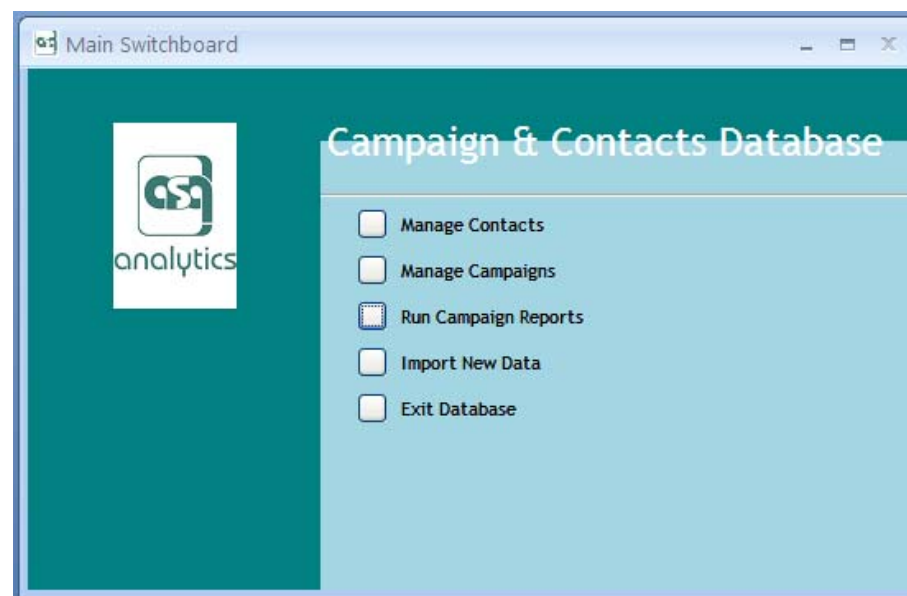
Introduction



- Why use ContactsASQ?
 - Manage customer relationships for business growth and development.
 - Developed by Chartered Marketer/Statistician who run own business and has over 10 years experience in Customer Relationship Management.
 - Keep track of who has been sent what campaigns and how they responded.
 - Schedule follow ups.
 - Manage lists e.g. lists that have been rented for one year
 - Provide information that will help you monitor and evaluate campaign effectiveness.

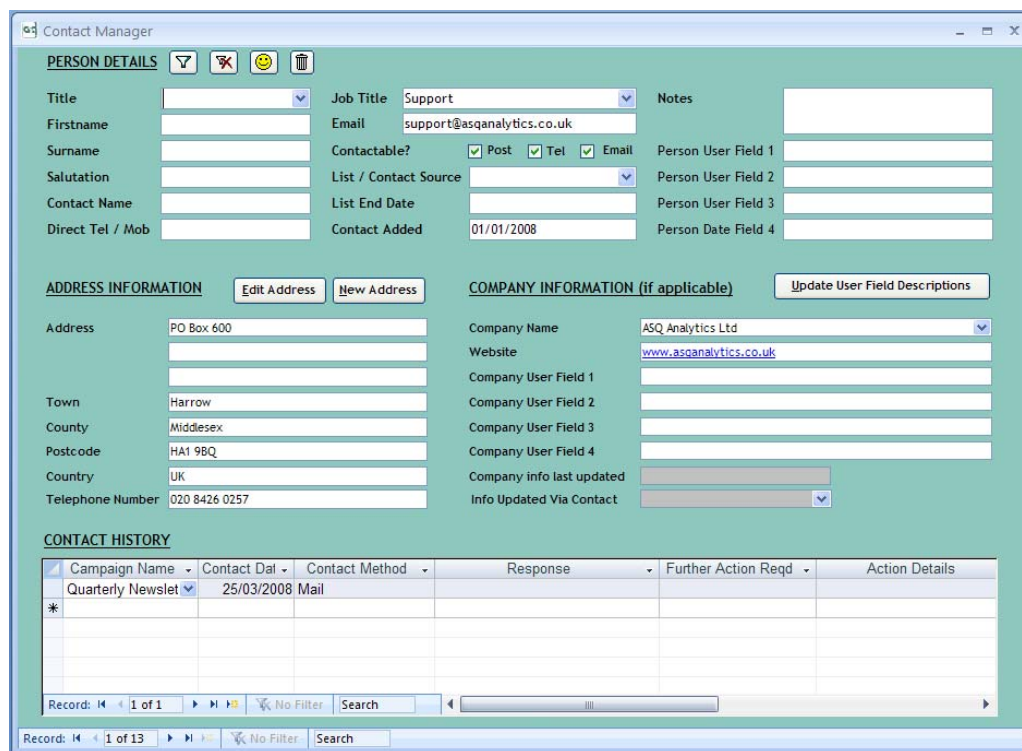
Main Menu

- ContactsASQ performs three simple functions:
 - Add/Maintain prospect/customer information and campaign history.
 - Create campaigns and select contacts to receive and campaigns
 - Report on campaign results.



Manage Contacts

- In Manage Contacts you can:
 - Filter contacts by name, company name or campaign
 - Add new contacts
 - Update contact information
 - Add or remove individual contacts to specific campaigns, schedule follow ups and update campaign responses
 - Person / Company User Fields allow you to collect information specific to your business.



The screenshot shows the 'Contact Manager' application window. It is divided into several sections:

- PERSON DETAILS:** Includes fields for Title, Firstname, Surname, Salutation, Contact Name, Direct Tel / Mob, Job Title (Support), Email (support@asqanalytics.co.uk), Contactable? (checked for Post, Tel, Email), List / Contact Source, List End Date, Contact Added (01/01/2008), and Notes.
- ADDRESS INFORMATION:** Includes fields for Address (PO Box 600), Town (Harrow), County (Middlesex), Postcode (HA1 9BQ), Country (UK), and Telephone Number (020 8426 0257). Buttons for 'Edit Address' and 'New Address' are present.
- COMPANY INFORMATION (if applicable):** Includes fields for Company Name (ASQ Analytics Ltd), Website (www.asqanalytics.co.uk), and four Company User Fields. Buttons for 'Update User Field Descriptions' and 'Info Updated Via Contact' are present.
- CONTACT HISTORY:** A table with columns: Campaign Name, Contact Date, Contact Method, Response, Further Action Req, and Action Details. The first entry is 'Quarterly Newslet' on '25/03/2008' via 'Mail'.

At the bottom, there are record navigation controls showing '1 of 1' and '1 of 13' records, along with a search bar.

Manage Campaigns

- Set up new campaigns
- Add/remove recipients to/from campaigns
- Export campaign to variety of formats

Add/Amend Campaigns

Select a Campaign: Quarterly Newsletter Mar 08

Campaign Description:

Campaign Execution Date: 25/03/2008 Contact Method: Mail

Firstname	Surname	Job Title	Company	Postcode	Tick to Remove
J	Lemon	Support	ASQ Analytics Ltd	HA1 9BQ	<input type="checkbox"/>
K	Madden		Corporations Incorporated	WD15 8IJ	<input type="checkbox"/>
F	Arbuckle		Hamburger Town	WD17 8PG	<input type="checkbox"/>
Susan	Buck		KleenEze	IG1 8HT	<input type="checkbox"/>
K	Flex		Musclers Gym	G13 7QD	<input type="checkbox"/>
Z	Queen		Dramas Ltd	S9 5GB	<input type="checkbox"/>
P	Hone		Chat a Chat Ltd	CF23 6KD	<input type="checkbox"/>
Jeremy	Gerb		Vital Solicitors	M6 7GG	<input type="checkbox"/>
Melissa	Morgan			SL 5 2LP	<input type="checkbox"/>
Francis	Nofor			AL4 9XX	<input type="checkbox"/>
D	Whit		Blinds Blinds Blinds	IP8 6RZ	<input type="checkbox"/>
*					<input type="checkbox"/>

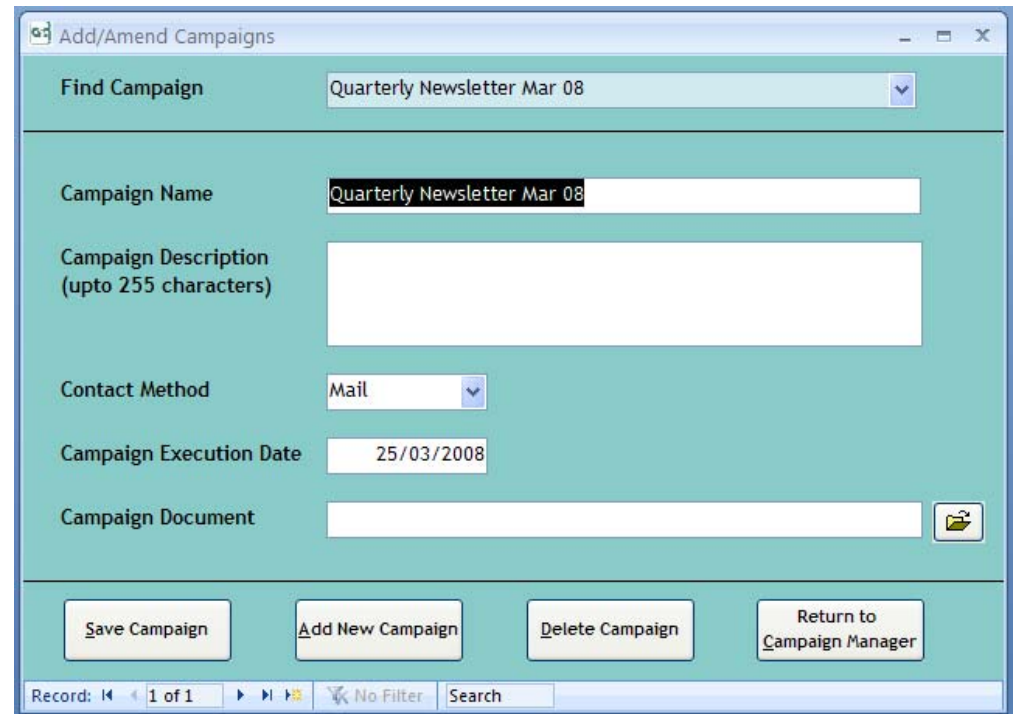
Record: 1 of 12 No Filter Search

Tick recipients to be removed, then click Remove Recipients button

Record: 1 of 1 No Filter Search

Set Up New Campaigns

- Easy to set up new campaigns.
- Option to link campaign material



The screenshot shows a web application window titled "Add/Amend Campaigns". The interface includes a search bar at the top with the text "Quarterly Newsletter Mar 08". Below this are several form fields: "Campaign Name" (containing "Quarterly Newsletter Mar 08"), "Campaign Description (upto 255 characters)" (an empty text area), "Contact Method" (a dropdown menu set to "Mail"), "Campaign Execution Date" (a date field set to "25/03/2008"), and "Campaign Document" (an empty text field with a file upload icon). At the bottom, there are four buttons: "Save Campaign", "Add New Campaign", "Delete Campaign", and "Return to Campaign Manager". The footer of the window shows a record count of "1 of 1", a filter status of "No Filter", and a search input field.

Campaign Selection Criteria



- Wide range of criteria available on which to select recipients of your campaigns

The screenshot shows a software window titled "Add Campaign Recipients". At the top, it says "Selection Criteria for Campaign: Quarterly Newsletter Mar 08". There are two tabs: "Contact and Company Criteria" (selected) and "Campaign / Follow Up Criteria".

The "Contact and Company Criteria" tab contains several dropdown menus for selection:

- Contact Name: Lemon, J
- Person User Field 1, 2, 3, 4: (empty)
- Person Date Field 4: (empty)
- List Source / Date Added: (empty)
- Contactable By: Mail
- Company Name: (empty)
- Company User Field 1, 2, 3, 4: (empty)

On the right side of the form, there are two buttons: "Run Selection" and "Clear Selection".

Below the form is a table with the following columns: Company Name, Contact Name, Job Title, Postcode, Website, and Add?.

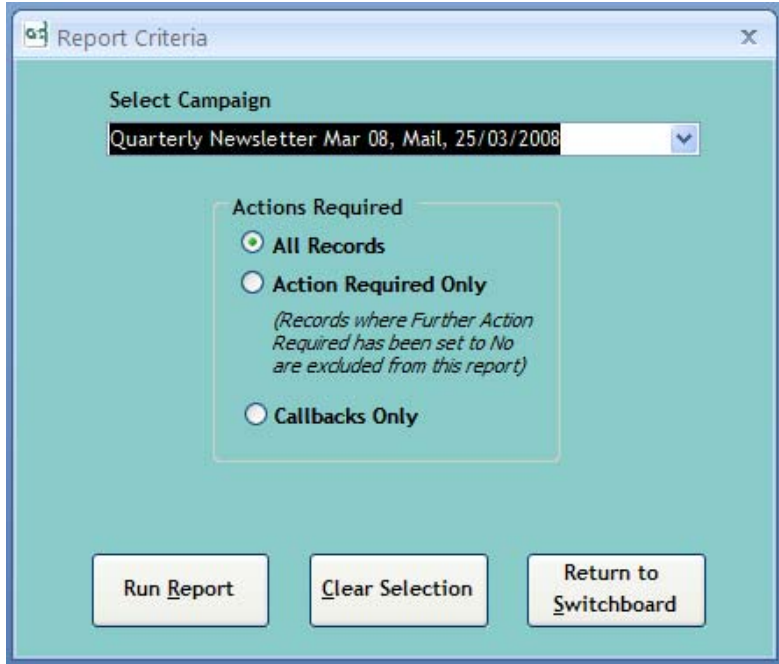
Company Name	Contact Name	Job Title	Postcode	Website	Add?
Corporations Incorporated	J Lemon				<input type="checkbox"/>

At the bottom of the window, there are four buttons: "Select X Random Records", "Add X Manually/Randomly Selected Records to Campaign", "Add ALL Records to Campaign", and "Return to Campaign Manager".

The status bar at the very bottom shows "Record: 1 of 1", a "Filtered" indicator, and a search box.

Reporting Options

- Select campaign, then decide whether the report should show all campaign recipients or just those where action/callback is required.



Report Criteria

Select Campaign

Quarterly Newsletter Mar 08, Mail, 25/03/2008

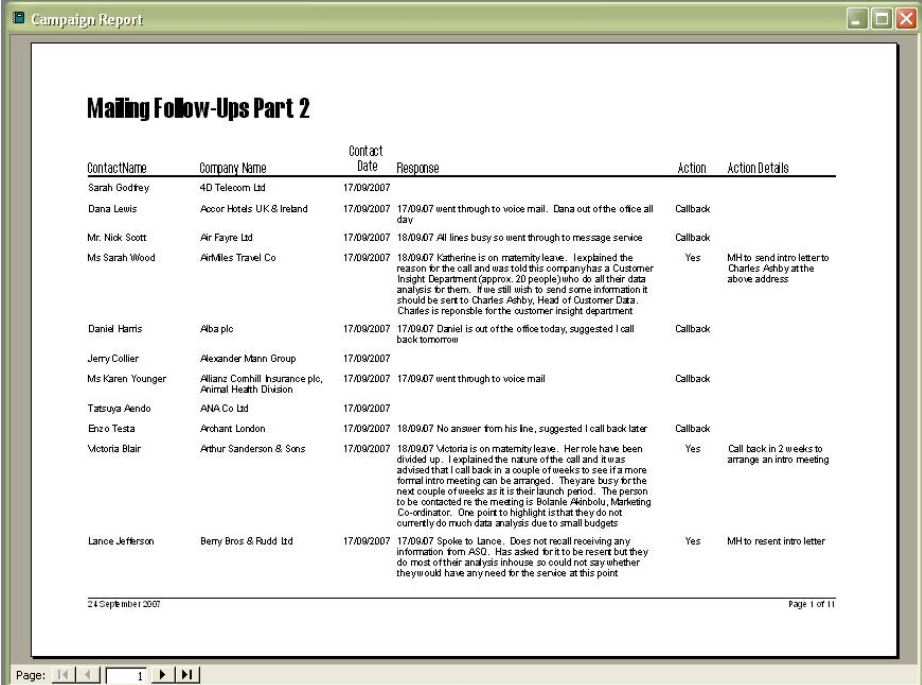
Actions Required

- All Records
- Action Required Only
(Records where Further Action Required has been set to No are excluded from this report)
- Callbacks Only

Run Report Clear Selection Return to Switchboard

Report

- Standard report to produce hard copy of campaign results



ContactName	Company Name	Contact Date	Response	Action	Action Details
Sarah Godfrey	4D Telecom Ltd	17/09/2007			
Dana Lewis	Accor Hotels UK & Ireland	17/09/2007	17/09/07 went through to voice mail. Dana out of the office all day	Callback	
Mr. Nick Scott	Air Fyne Ltd	17/09/2007	18/09/07 All lines busy so went through to message service	Callback	
Ms Sarah Wood	AirMiles Travel Co	17/09/2007	18/09/07 Katherine is on maternity leave. I explained the reason for the call and was told this company has a Customer Insight Department (approx. 20 people) who do all their data analysis for them. If we still wish to send some information it should be sent to Charles Ashby, Head of Customer Data. Charles is responsible for the customer insight department	Yes	MH to send intro letter to Charles Ashby at the above address
Daniel Harris	Alba plc	17/09/2007	17/09/07 Daniel is out of the office today, suggested I call back tomorrow	Callback	
Jerry Collier	Alexander Mann Group	17/09/2007			
Ms Karen Younger	Allianz Cornhill Insurance plc, Animal Health Division	17/09/2007	17/09/07 went through to voice mail	Callback	
Tatsuya Aendo	ANA Co Ltd	17/09/2007			
Enzo Testa	Archant London	17/09/2007	18/09/07 No answer from his line, suggested I call back later	Callback	
Victoria Blair	Arthur Sanderson & Sons	17/09/2007	18/09/07 Victoria is on maternity leave. Her role have been divided up. I explained the nature of the call and it was advised that I call back in a couple of weeks to see if a more formal intro meeting can be arranged. They are busy for the next couple of weeks as it is their launch period. The person to be contacted re the meeting is Bolanle Akinbolu, Marketing Co-ordinator. One point to highlight is that they do not currently do much data analysis due to small budgets	Yes	Call back in 2 weeks to arrange an intro meeting
Lance Jefferson	Berry Bros & Rudd Ltd	17/09/2007	17/09/07 Spoke to Lance. Does not recall receiving any information from ASD. Has asked for it to be resent but they do most of their analysis inhouse so could not say whether they would have any need for the service at this point	Yes	MH to resent intro letter

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Price / Contact Us

- All this for less than £50!
- Arrange a free trial today at www.asqanalytics.co.uk/contactsASQ.html
- Or to find out more, contact us on:
 - T: 020 8426 0257
 - E: ContactsASQ@asqanalytics.co.uk