



reachspark

Building Customer Relationships with Web Site Visitors

reachspark by Concurrent Technologies (CT) is a powerful marketing tool that collects and manages information about your Web site visitors' interests and preferences and delivers targeted messages to them via easy-to-implement campaigns. Over time, **reachspark** allows your company to build a comprehensive profile of site visitors through ongoing dialogs and information exchanges using simple to manage e-mail techniques.

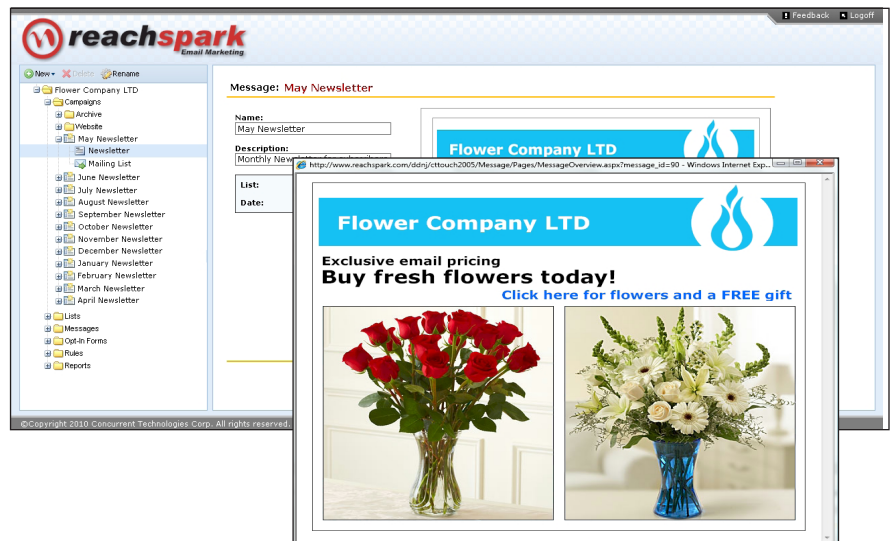
Our registration interface easily integrates into your existing Web site, so that your current or prospective customers can select the types of information they would like to receive. Visitors to your Website can opt-in to receive personalized, targeted mailings with their preferences maintained in a secure, managed database. **reachspark** allows you to mine this database of valuable information and incorporate it into your company's overall marketing strategy.

reachspark enables your company to:

Build strong, profitable relationships with customers by learning about their preferences and the products and services that interest them.

Personalize customer relationships by addressing individual interests and needs through delivery of selected information at targeted times.

Increase revenues by mining the data collected and directing promotional activities to self-selected, receptive customers and prospects. Assess the results through a built in reporting module that supports analysis and decision-making.



For the Visitor

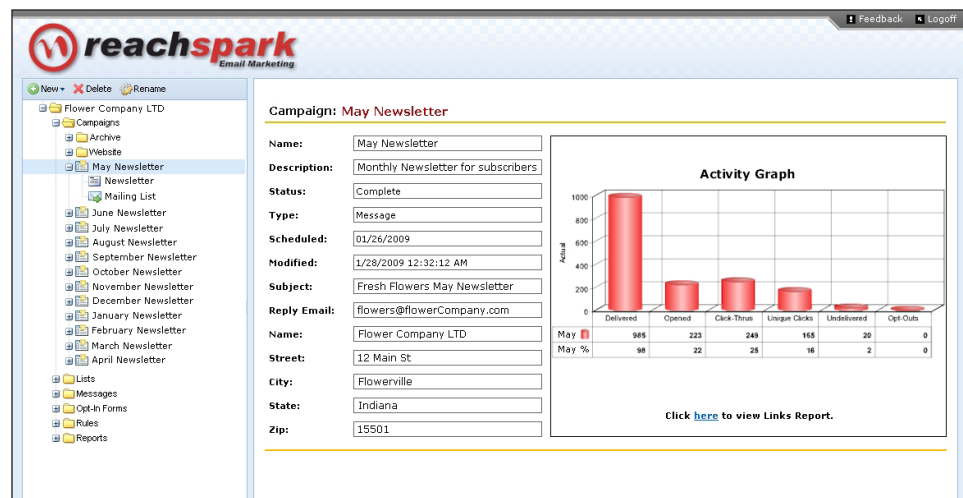
- Provides simple, easy-to-use registration forms for recording information on preferences and interests.
- Presents visitors with targeted welcome messages, hotlinks and other communications addressing their stated needs.
- Supports the creation of a dialog with company representatives through the Web.
- Offers opt-out or unsubscribe capabilities within e-mail communications.

For the Marketing Manager

- Creates a database that can be mined to generate targeted prospect lists for delivering personalized messages through the Web.
- Provides a powerful, flexible administrative dashboard designed to address requirements for publishing, accessing and disseminating information.
- Supports both simple and sophisticated e-mail campaign creation and management.
- Manages on-line newsletter distribution including text publishing and posting announcements.

Features

- Leading edge performance measurement and management reports and graphics. Customized reporting available for measuring response rates and customer satisfaction levels.
- Optional self-management tools whereby customers can edit or update their profiles through the Web.
- Anytime, anywhere access. User-friendly, on-line instructions.
- 99.999% availability, 24/7/365, through CT's fully protected data center.
- Highly scalable with use of enterprise-class hardware and software.
- Flexible pricing on a "per subscriber" or fixed rate basis.
- Integration available for multiple legacy systems, sales channels and business units.
- Architecture facilitates customization to meet unique business needs.
- Web Services connector available for support of data sharing across different platforms and applications.



About Concurrent Technologies

Concurrent Technologies designs, develops, implements and manages proven e-business solutions for a diverse client base ranging from Fortune 500 companies to small businesses.

CT provides a full suite of Web-based solutions including customer relationship management, workflow and order processing, and performance measurement and management systems. Established in 1986, CT offers clients an advanced Application Service Provider (ASP) model through its high-capacity data center located at corporate headquarters in Liberty Corner, NJ.

Contact us

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Delivering proven e-business solutions