

Universal Messenger – eCRM Edition is the comprehensive solution for efficiently implementing an individualized customer relationship management system.

Universal Messenger - eCRM Edition

The solution for effective customer relationship management

Demands of both business partners and end customers with regard to communication and services are rising continuously. Personalized customer relationships, communication in real time and awareness of the wishes of target groups are essential to living up to those expectations.

Universal Messenger – eCRM Edition, an Internet-based electronic customer relationship management (eCRM) system, meets those needs and permits a one-to-one marketing approach. Thanks to its automation, Universal Messenger supports efficient yet personal customer communication designed to generate additional sales by expanding the customer base through cross-selling and up-selling.



Universal Messenger - eCRM Edition

Licence price:
8.350 EUR or
4.450 EUR as upgrade to
the Newsletter Edition

Overview of Universal Messenger – eCRM Edition applications:

- **Identifying customers**

Universal Messenger offers a wide range of simple, automated options for collecting customer data and storing it in a central customer database, such as newsletter subscription forms, competitions and secure download areas.

- **Differentiating target groups**

The central customer database, which can manage a freely defined set of attributes per customer record, supports multidimensional segmenting based on individual or complementary properties for automated communication strategies and campaigns.

- **Personalizing communication**

Central management of all customer-related data lets you personalize your communication in a variety of ways. In addition to personal salutations, information and offers matching the addressee's individual interests can also be integrated.

- **Automating processes**

All automated processes can be controlled and monitored via the powerful campaign management functions. New data records are automatically added to existing user profiles, continuously refined, and incorporated in the communication strategy without delay.

System compatibility:

- Platforms:
Windows 2000/XP,
Linux, SUN Solaris,
Mac OS X
- Application Server:
Apache Tomcat as
reference system,
most JSP-Engines
- Supported CMS:
RedDot, Infopark
Fiona, Webedition,
SixCMS, FIRSTspirit,
TYPO 3, contenido,
others on request
- Supported databases:
mySQL, Microsoft
SQL, SAP, Max DB,
Oracle, PostgreSQL,
other JDBC-compliant
relational databases

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Features

The Universal Messenger is a versatile eCRM framework suitable for use as a standalone application, or for integration in existing IT systems.

Its architecture permits its flexible deployment in any customer relationship management scenario. Universal Messenger's features include:

- a flexible, easily customized database
- newsletter and campaign management
- customer-related response tracking
- multichannel architecture for communication via the web, e-mail, SMS and postal mail
- direct marketing, call center and customer loyalty assurance modules
- statistics, graphical reports and overviews

Customer database

The Universal Messenger customer database is a repository for all customer-specific data. It supports an unlimited number of data fields per customer, performs plausibility checks, segments the customer base according to specified criteria, and defines virtual communication channels. Customer lists can be imported and exported with ease, and any number of administrators can be granted custom access rights to the database.

Integration into existing systems and interfaces

With its wide range of interfaces and open architecture, Universal Messenger integrates completely and seamlessly into existing content management systems, business applications and databases. Existing content and workflows can thus be retained for efficient, effective communication via multiple channels.

Statistics and controlling

Universal Messenger generates detailed reports on key figures to assist you in the continuous optimization of your communications strategy and campaigns. The number of newsletter subscribers, the size, structure and response rates of customer segments, and the click behavior of individual subscribers can all be displayed and analyzed, for example.

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 **infopark**

Pinuts media+science has many years of experience in the realization of Infopark projects.

 **RedDot**
Solutions

Pinuts media+science is authorised implementation partner of RedDot.

 **FirstSpirit**
Your Content Integration Platform

Pinuts media+science is authorised Universal Messenger implementation partner of FIRSTspirit.