

TARGET

MARKETING

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Fulfillment's Role in Customer-centric Contact Strategies

It's no secret that it costs considerably less to get a sale from an existing customer than from a prospect. But, according to Comac, a fulfillment company in Milpitas, Calif., customer-centric marketing in the B-to-B world also reduces overall sales costs by improving client retention; enhances profitability by expanding relationships with current clients; and creates new revenue streams via client referrals.

Customer-centric communications require depth of knowledge about your customers both individually and by segment; this data then can be leveraged through technologies that allow direct marketers to tailor contact in offline and online channels.

Your fulfillment vendor plays a significant role in your customer-centric efforts, from capturing relevant data to helping you apply this insight to customized fulfillment materials. In a white paper titled "Enhancing Relationships and Increasing Profitability With Client-centric Communications," Comac recommends marketers look for a fulfillment company that can:

- ✓ tailor its interfaces to clients' CRM systems;
- ✓ provide clients with multiple channels via which to order fulfillment materials and create fulfillment kits for campaigns;
- ✓ offer real-time counts on inventory and usage patterns;

- ✓ allow clients to track shipments and verify delivery online;
- ✓ provide round-the-clock access to customizable reporting capabilities to help clients manage their print budgets for collateral materials;
- ✓ offer allocation tools that help clients review materials ordered and set parameters for who can place orders and under which conditions; and
- ✓ provide a design-on-demand interface and digital print-on-demand capabilities for more customized communications in cost-efficient quantities.

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