

CMS *monthly* bulletin

EMAIL CAMPAIGNS are working for our CMS dealers and salespeople. Your customers may want to get professionally designed emails directly from you! Why not try it? We'll set up the links and the database. Give your Service Representative a call today.

CUSTOMER MANAGEMENT SYSTEMS is actively working on another upgrade to our CRcontact follow-up program. We expect to introduce version 8.0 in the upcoming months. This new web-based program will let those computer savvy salespeople and managers use the same great CMS CRM program on their PC. Stay tuned for further details!!

Attention Dealership Salespeople:

CMS can customize a personalized special mail campaign to meet your individual needs. Target past customers or prospects. We help you write the copy and design the communication piece including



postcards, email, or letters with graphics. Since you're a CMS salesperson your cost will be minimal. Why not jump start the upcoming warm weather months with a customized piece from you to your customers?

USPS® access improves CMS data cleansing

Don't forget: we're working hard for you to help you with your lead acquisition and conversion. Our data cleansing program has been updated and we now have access to the United States Postal Service's National Change of Address Database (NCOA). With our NCOA services, your customer information is compared to the most up-to-date address verification system

available, saving you time and money by allowing you to reach your customers more effectively. The NCOA Database contains all permanent address changes submitted to and maintained by the USPS®. Even multiple moves by an individual, household, or business are kept on file, as long as the moves are made known to the USPS with a completed Change of Address notification card.