



# ASSISTCornerstone

# DIRECT RESPONSE

Assist Inventory Control module allows you to keep close tabs on exactly what you have and where it is. So when it comes to fulfilling an order—and fulfilling your company goals—you're completely in control.

Assist:  
A total solution  
from the  
Total Solutions  
Provider

#### Information -- Your Competitive Challenge

When you integrate customer information across all sales channels, you get to know your customer's shopping habits, preferences, and purchase history. You can use this valuable information to personalize your marketing, effectively cross-sell and up-sell, and provide personalized scripting to customer service representatives. A little attention goes a long way in building customer loyalty—and that reflects on your bottom line.

Dynamic customer order analysis and realtime financial data help reduce the cost of doing business. While targeted prospect list creation, list management, and campaign analysis can significantly increase sales.

#### Keep Your Prospects in the Loop

The Assist Direct Response module is a "closed loop" multi-step marketing system where campaigns are defined, implemented and tracked. An easily defined marketing process allows you to communicate with prospects through customized vehicles (e.g. catalogs, mailings, e-mails, phone calls). Your prospects can be enrolled in this multi-step marketing process either automatically or manually. Flexibility is the name of the game with Assist.

#### Get Your List Out

Focus on your target to efficiently and effectively reach prospects with your marketing campaigns. Assist can develop precise list subsets, or "panels," from nearly infinite combinations of sales and demographic parameters, using your house prospect list. You can create mailing labels, call lists, e-mail lists, and files to send to a mailing house. Prospects from your list can be automatically enrolled in the multi-step marketing process either when you create your lists or when the prospect responds.

#### Drill Down to a Wealth of Information

To grow your business, you need an information system that lets you analyze every possible variable. You need to manipulate information in infinite ways to measure and evaluate the effectiveness of your mailings, your catalogs, and your web pages. In a business where boosting response rates can make the difference between profit and loss, information is your competitive edge.

Using the Assist Sales Analysis Report Writer, you have unrivaled drill-down and data analysis capabilities. Assist also allows you to quickly measure the effectiveness of your marketing efforts through selection parameters such as keycode, offer, list, catalog type, list vendor, and other user-defined custom categories.

For more information visit the Assist website at: <http://www.assistcornerstone.com>

Assist's advanced data warehousing functions allow you to build and lock subsets of data from disparate sources, then optionally group and summarize the data for instant access and graphical analysis through Assist's own dashboard portals, or through third-party Business Intelligence applications.

#### Tailored for the Perfect Fit

The Assist solution is specifically tailored for today's direct marketing and multi-channel retailing environments. Robust back office order management, fulfillment, inventory, and accounting modules are blended with direct marketing tracking and analysis tools, as well as front-end Internet services to deliver a fully integrated system. Getting the right direct marketing features, having them professionally and effectively implemented, and receiving consistently helpful and courteous support is standard equipment at Assist. We put you miles ahead of your competition, because our applications and services are miles ahead of our competition.

#### Direct Response System Highlights

- Fully-integrated to Order Entry module via keycode entry
- View direct response data with sales order data through on-line inquiry
- Closed-loop multi-step marketing process assures prospects don't get lost
- Powerful reporting with Assist Sales Analysis Report Writer
- Customized list creation supports finder number assignment and automatic multi-step enrollment
- Sales and Inventory Forecasting

#### Reporting Features

- RFM (recency, frequency, monetary) score
- Report by:
  - Campaign manager
  - List vendors (also track ad allowances)
  - Correspondence type
  - Marketing step
  - A/B process test
  - Customer attribute
  - Item attributes
  - Orders
  - Invoices
  - Key codes

- Offers
- List attributes
- Responses
- Square inch analysis report
- Report outputs
  - Onscreen reports with drill-down capability
  - DB2 data files
  - Datamart, data warehouse and Cognos integration

#### List Management Features

- Create panels from customers and/or prospects
- Outfile capable
- Extract using multitude of sales and customer characteristics
- RFM segmentation
- Seed and decoy list monitoring
- Finder number or keycode assignment
- Flag individual customers/prospects for inclusion/exclusion in marketing efforts

#### Multi-Step Closed Loop Marketing Features

- Customize sequence of correspondences
- Disposition code designates the status at each step of a two-step marketing process
- Finder codes (single code ID of both prospect and keycode)
- Reserve key codes
- Decoys and seeds
- Offer code replacement provides flexibility
- Offer identification from item number
- Auto correspondence based on date

#### FTC Compliance Features

- Automatically monitor backordered items
- Automatic handling of level updates
- Select orders by future ship date, order number, customer number, customer type, or order type
- Save and retrieve frequently used parameters
- Manually protect/cancel individual items on individual orders
- Customize letter text
- FTC handling shown on order history

#### CRM Features

- View communications to and from prospect through easy to navigate browser
- Communications available for view include:
  - E-mail to and from prospect
  - System notes
  - Order acknowledgements
  - Shipping confirmations