



AXIS Database Marketing Group Inc.

# Specialists

## In Multi-Channel Customer Contact Solutions through Database and Application Development

We provide Strategy, Technology and Contact management resources supporting Customer Centric Marketing Programs.

### Data Data Everywhere but.....

One of the most prevalent issues organizations face today is accessing and analyzing customer / consumer data, which is complicated by multiple end user groups with varying information needs! ... Sound familiar?

### Our capabilities, expertise and resources are extremely focused in addressing this key issue.

AXIS develops and implements multi-channel Customer Contact Solutions together with database development, hosting and management. The scope of our services covers:

- Strategic planning for the management of your customer information
- Marketing program implementation and response management services
- Technology application design and development
  - Database hosting and support
  - Micro site development, hosting and support (focus on data capture)
  - Campaign Tracking & Management Applications / Services
  - Proprietary data cleansing routines
  - Focus on Business and Consumer name matching algorithms

#### AXIS Integrated

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[www.axis-dbm.com](http://www.axis-dbm.com)



# Why AXIS?

Information  
Technology  
Solutions

## Innovation

AXIS is uniquely positioned in today's polarized Customer Relationship Management market space.

We have the resources to guide your Customer Centric marketing planning and deliver on technology, applications and support services – eliminating any “unwanted technical agenda” that may result with other solution options.

At the other end of the “market space continuum”, we provide all of the essential services that support database marketing and Customer Relationship Management – eliminating any unwanted “integration” agenda trying to manage multiple suppliers / business partners.

AXIS employs a technology team of programmers, analysts and network specialists with extensive experience in the development, implementation and support of marketing applications, such as; relational databases, data analysis, web based contact centre interfaces, Sales territory management systems, IVR systems (with direct links to database infrastructure), email deployment systems and engines.

## We Deliver

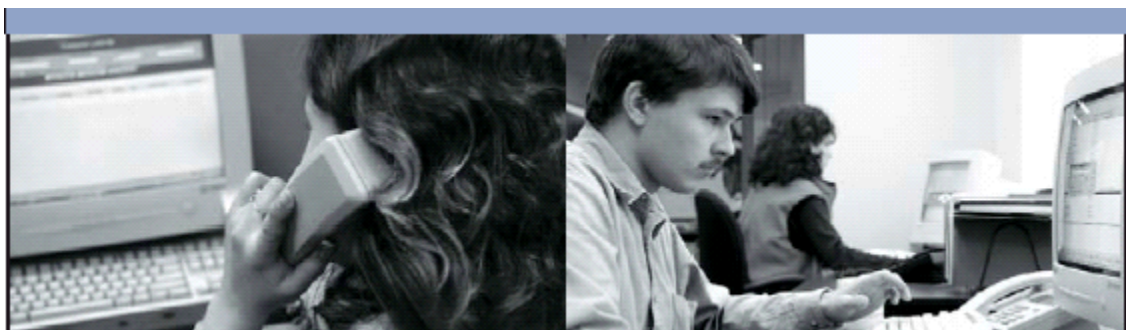
We have an experienced multi-disciplinary team that you can access directly:

- Direct and Ongoing Involvement of Senior Management Team
- Direct interaction with our IT team
- Direct contact with Customer Service Representatives



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## Experience

We have applied solutions experience across a number of industries and marketing challenges. We have core competencies with data processing, matching algorithms and verification procedures to ensure the highest level of data integrity in your system. Based on our extensive experience in working with millions of consumer / business addresses we have developed proprietary address formatting and cleansing software - [WSAddress™](#).

AXIS utilizes both proprietary and third party (best of breed) software – such as [smartFOCUS](#) and [Cognos](#) - in transforming customer data into an accessible efficient marketing tool.

All of the back office services are in-house – thus resulting in true integration and bringing a higher level of understanding and control to the planning and delivery of your program.

## Consumer Contact and Response Management

Our Team of Consumer Contact Specialists has extensive experience in managing consumer and customer contact.

We offer flexibility in staffing for campaign response (CSR through to lettershop personnel)

- Telephony and data entry infrastructure in place
- IVR expertise and experience
- Personalization of outbound correspondence
- Online data capture and email response

We have extensive expertise in the creation of online data capture forms / interface development and the development of “back-end” functionality, driving response and data capture to relational databases.

We offer data entry services (in house data entry specialists) working with any form of hard copy information – forms, ballots, coupons, legal agreements, etc. All data is entered to a customized data entry screen specific to your information needs.

We will create the supporting systems to drive outbound / response communications based on the information captured to a customer’s record.

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