

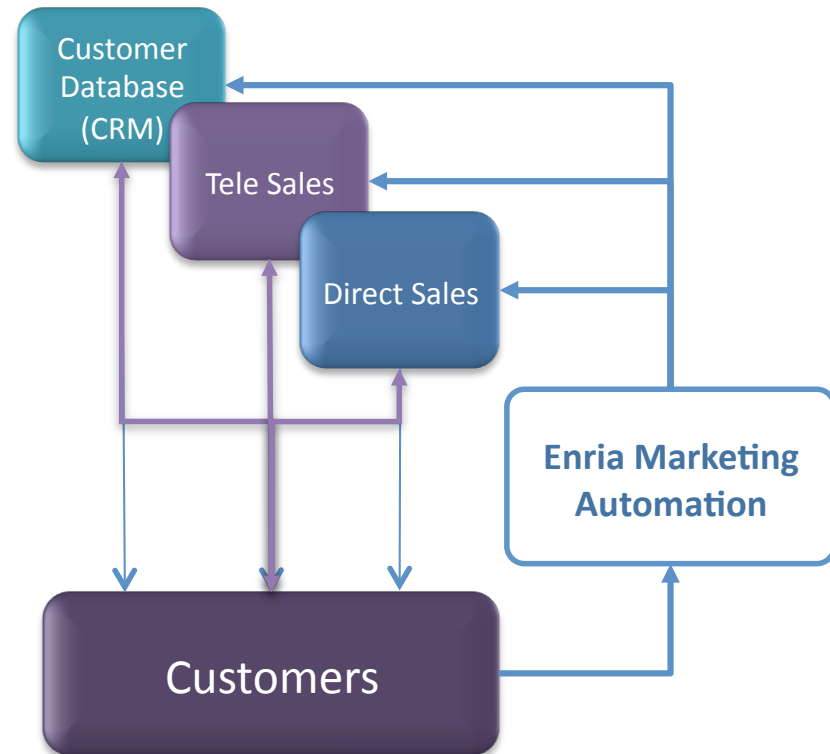
Solutions Overview

enria
enrich interactivity

enria confidential information

About ENRIA

- ENRIA helps you effectively **merge your customer's experience** in the real and the digital world that makes them **stay and spend**.
- Our Marketing Automation solutions **boosts Sales** effectiveness and **maximises CRM** utilisation.

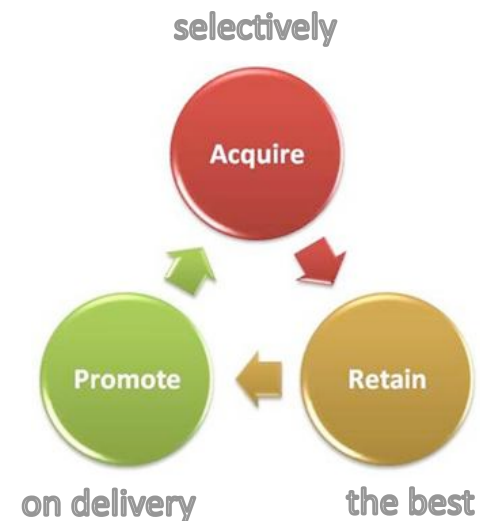


Marketing Automation: Benefits

- **Direct Sales: Improve effectiveness by 30%**
 - Increase engagement of Sales team with their customers even when not in face to face contact:
 - Measure response and qualify customers before activating sales contact
- **Tele-sales: Improve efficiency by over 100%**
 - Pre-qualify customers before making cold calls to ensure potential interest and segment focus areas
 - Improve lead generation schemes by using digital techniques to connect field workforce and tele-sales teams
- **CRM Systems: An ROI of over 10 times from new customers**
 - Improve use of CRM data: Excel, Goldmine, Salesforce.com, Siebel, etc. – Create an engagement strategy by soft reach out to customers through email and mobile
 - Drive content based renewal of interest with old customers and create subscription path for re-engagement.

Marketing Automation: Key Steps

- Acquire selectively
- Retain the best
- Promote on delivery



Acquire

Acquire selectively

- Integrated Campaigns
 - Multi-channel workflow for new customer acquisition
 - Transactional campaigns with existing customers
- Permission Targeting
 - Automated subscriber management
 - Permission based subscriber development
 - Compliant and best practice enabled systems
- Lead Management
 - Lead nurturing
 - Telesales prequalification
 - Field workforce lead integration
- Screening and Selection
 - Address data capture
 - Online applications
 - Registration and selection systems

Awareness

Subscription

Acquisition

Retain

Retain the best

- Promoter Development
 - Promoter analysis and nurturing
 - Detractor assessment
 - Complete NPS program execution
- Value Extraction
 - Pricing strategies
 - Transactional pricing systems
 - Segment pricing analysis
- Analytics & Insight
 - Campaign effectiveness tracking
 - Understand patterns of customer behaviour
 - Price sensitivity and capture



Promote

Promote on delivery

- Transactional Communications
 - Interactive Emails
 - Purchase Confirmation Emails
 - Announcements
 - Invoice copies
 - Mobile Engagement
 - Opt in link from print campaigns
 - Mobile transaction management
- Microsites
 - Landing Pages and .mobi Sites
 - Award registry
 - New Product Launch
 - New Service Offering



- Business Social Networking
 - Experts and evangelists
 - Discussion forums and content
 - Social metrics
 - Article generation
- Direct Sales Effectiveness
 - Selling skills that complement marketing automation
 - Sales force automation

Delivery platforms

Email

Uses the power of email analytics to target customers and increase productivity of sales teams



Create and Send

Fully track able HTML emails branded to customer requirements



Manage Subscriber

Track opens, clicks, bounces, add and delete subscribers and suppression lists



Reports and Analytics

Analyse campaign performance. Build rules to direct action to sales team.

Mobile

Builds on the ubiquity of mobile to offer un-intrusive solutions based on customer permission.



Inbound messages

Drive campaigns through print and TV and generate inbound subscription to short code



Outbound messages

Send content based on subscriber requirements including simple customer messages such as reminders and invites.

Community

A simple community portal that can be customised to requirements built using a *Wordpress™* engine.



Wordpress™ DQi™

DQi (Digital Quotient) is a *Wordpress™* template that has been custom designed for use of business to create a user platform that sits alongside their main website and offers social networking features for the customer community at large.

ENRIA benefits

- Selective acquisition and high value lead maximization
- Retain and harness your best customers to drive profit – Measure success
- Advanced communication strategies to exercise your CRM
- Platform backed up by deep Web 2.0 experience that enables rich customer interactions

Select testimonials

"Getting it right is vital for the clients we represent. We teamed up with Enria because of their expertise, know-how and promise to deliver. They have not let us down"

Heath Kane
Founding Partner
Kane and Associates

"Enria's value added insights and advise on email content, optimisation of keywords and testing across multiple email clients has proved effective and invaluable. Further more, Enria's technical due diligence and marketing knowledge has set Enria apart from others. I would recommend Enria for email marketing and would particularly highlight their additional business intelligence in delivering well managed campaigns."

Kaustav Bhattacharya
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