

Unit CRM-Center



Our expertise lies in the steering of customer management, the handling of customer data processes and the execution of customer information processes.»



Together with our experts, we offer consulting expertise and all services to do with marketing technology and CRM processes. We support you in the design of control and information processes.

We develop customer loyalty programmes and lead-generation tools for you and assist with their implementation. To complement our consulting and other services, we offer a high level of IT expertise with extensive experience in diverse business processes and a profit centre for marketing research services.

CONSULTING: Marketing Technology and CRM

Are you planning to set up a CRM system? Are you looking for a competent partner to develop a multi-level customer loyalty programme? We have long-standing experience in the development and strategic design of networked customer management processes. We are happy to advise you.

- Strategy development for marketing technology and CRM processes
- Dialogue marketing concepts
- IT consulting
- Business process management
- Outsourcing CRM and marketing
- Workshops and training courses

SERVICES: Marketing Technology and CRM Services

Would you like to introduce a customer loyalty programme? Do you want to organise a postal mailing or an e-newsletter? We have the manpower and technical resources to do this for you. We are happy to use our expertise to support you in the implementation.

- Address handling, procurement and database cleansing
- Dialogue marketing productions
- Customer loyalty programmes
- Lettershop services
- E-campaigns (e-mail, SMS)
- ?Data-mining management

SERVICES: Information Technology (Tools, Programming)

You want to develop a customer marketing database? You would like to cleanse and structure your address data? We offer IT expertise and experience in the execution of complex processes. We develop and program highly specific interfaces in various systems. We are happy to support you in their development and implementation.

- xRelation ® (CRM tool)
- MX Contact ® (CRM tool with Outlook Integration)
- Database set-up and design
- Data warehousing
- IT centre/outsourcing hosting
- Web service programming
- Development and programming interfaces
- App programming
- . net developments
- Training courses/workshops

SERVICES: Marketing Research

You wish to analyse your target groups? Would you like to examine customer satisfaction with your services? We have many years of experience in these areas and offer you specialist expertise in their full implementation.

- Trend, forecast and potential analyses
- Customer satisfaction analyses
- Research
- Product, concept and advertising-media tests
- Mystery shopping

- SWOT analyses
 - Data mining
 - Group discussions/interviews
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Unit CRM-Center



Unit Contact-Center



Unit Logistic-Center



Unit Engineering-Center

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