

Geode Software Project Profile

Customer Marketing Tools

Industry

Ticket Brokerage

Need

The client was seeking a targeted, cost-effective method to communicate specials and ticket availability to their customers. Radio and direct-mail were somewhat effective but are expensive and do not target customers effectively.

Challenges

- Client had a limited budget for developing the tools
- Information used in the systems was stored in multiple, disparate systems
- The client has no in-house IT staff for maintaining or configuring the technology

Solution Type

Web-Based Application (Intranet) in conjunction with a Client/Server Application

Solution

The resulting system was web-based Intranet application. The system is a combination of bulk email marketing and outbound calling utilities used to profile and communicate with specific customers. All of the tools can be configured by end-users, allowing the sales staff to drive the process.

Result

There is a direct increase in sales with each marketing campaign that the client initiates with the tools. Because these initiatives are targeted and backed up by a wealth of information on their web site, the client generates sales that would not have been made using traditional media outlets. The biggest benefit is that there is virtually no ongoing maintenance or execution costs, making the marketing initiative essentially free.