

Customer Relationship Management

The features

Customer relationship management refers to the third cornerstone of e-business success: loyalty. It's actually a two-stage process, **capturing visitor data** through a variety of means and **communicating** with those visitors, either online or offline.

With **tracking and reporting**, either using on-site cookies, third party tracking software or log file analysis we can see where your visitors are coming from, the path they take through the site, how long they spend on each page and more. We can recommend the most appropriate tracking solution from a wide range of partners, depending on your particular requirements and existing e-business infrastructure.

Asking visitors for **data in return for privileges** could be via a registration process to enable access to specific information, such a VIP area of the site, members' only offers and incentives or via subscription for email news. We can help you optimise the site to create data capture opportunities and can help you set up your visitor database ready for the next stage.

The second stage of a customer relationship management campaign is to put the data to work in a streamlined **communications strategy**. For example, we can use web analytics to analyse visitor data in order to segment or profile your highest-spending or most loyal visitors and, as a result identify the most appropriate offers or incentives for email marketing. Or we can use the data to identify the most effective content for your site, newsletter or offline communications.

We can also put interactive features on your site, based such as forums and surveys and track visitor usage in order to further enhance and refine your content and communications strategy.

The next step

For more information about Weboptimiser's Customer Relationship Management services, either email nicholine@weboptimiser.com, call us on 0207 953 7150 or visit www.weboptimiser.com.

The benefits

By gathering information about your visitors and using that information as business intelligence, you can make your communications more relevant, build lasting relationships with your web site visitors and up-sell and cross-sell to increase your profitability.