

VEM for MSCRM



BENEFITS

INCREASE EFFECTIVENESS

VEM equips you with facilities to make better use of your email communications.

MAKE BETTER DECISIONS

VEM analytics allows you to see what works and what doesn't.

IMPROVE CUSTOMER SERVICE

VEM allows you to be more responsive and in-touch with your customers.

UNDERSTAND YOUR TARGET

VEM helps you 'close the gap' and know your customers and prospects better.

Vizola eMarketing Add-in (VEM)

Adding Intelligence to Email

Many companies investing in CRM systems do so in order to 'close the gap' and understand their customers and prospects better.

And integrated Email communication promises lots – not only is it inexpensive, but being computer-based is potentially interactive and able to 'capture' target audience behavior and reactions.

The reality too often falls short because implemented facilities, rather than lack of creativity, don't allow full realization.

VEM addresses the technology shortfall. It utilizes industry-standard techniques to provide instant feedback on recipient behavior, completely integrated into your CRM system, and analytics – so you can make better decisions.

Now you know when your communication is read, what your audience is interested in – and much more

VIZOLA

FEATURES

ON-THE-FLY USABILITY

No configuration required – start your quick- or regular campaign Email activity and add monitored links and new templates as you go.

DATAFIELD AND TEMPLATE SUPPORT

Compatible with standard syntax, editable in-situ and rendered at the time of sending.

MULTI-LINGUAL SUPPORT

Supports six popular European languages on installation (EN,FR,DE,IT,ES,NL). Analytics respect user browser preferences.

HTML SOURCE EDIT

Paste in HTML from your favorite editor rather than relying on native MSCRM WYSIWYG support.

TRACKING TOKENS NOT NEEDED

Uses standard tokens if enabled, otherwise invisibly uses its own.

MONITORS RECIPIENT LAST-READ

Unobtrusively lets you know if and when your communications are being read.

MONITORS HYPERLINK CLICK-THRU

Lets you know when embedded links have been visited, when and by whom.

DRILLDOWN ANALYTICS

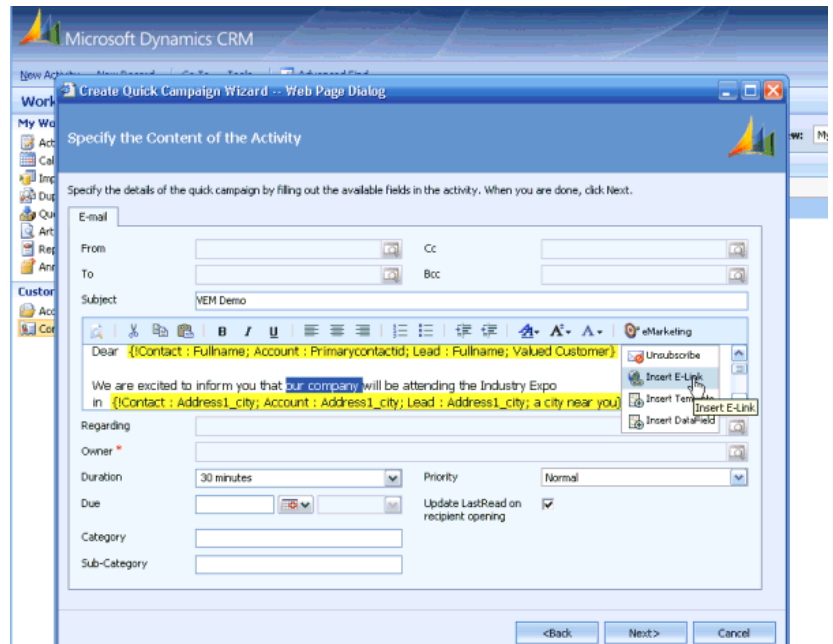
Top-level statistics with drilldown to individual responses and events and drill-through into MSCRM records.

DELIVERY NOTIFICATION SUPPORT

Alerts you to non-delivery, automatically creating Campaign Error Responses.

CUSTOMER DETAILS UPDATING

Allows customers to update their own details by email reply forms.



The VEM module is an inexpensive and innovative solution to improving the productivity and information output from eMarketing activities conducted through your MSCRM system. It is applicable for on-premise applications which distribute email communications and can host a monitoring web site to collect recipient responses. It can offer significant advantages over outsourcing arrangements which incur per-email costs and data integration challenges.

VEM builds upon, and is completely integrated with, MSCRM Email Marketing capabilities, including extending the datafield and template models into campaign activities using the VEM Merge-Send engine. In addition, interception of incoming emails enables bounce detection, processing of customer detail updates and more.

Summary analytics reporting is a very useful place to start in digesting the response picture from an Email campaign activity and VEM provides this, together with drilldown to individual emails and CRM records. VEM facilities can be further enhanced using standard MSCRM customizations and reports.

VEM may be deployed to one or more organizations (Enterprise Edition), with the standard Windows Installer handling all updating required and licensing.

For further information please see: <http://www.vizola.com/vem>.