

RADAR

DRIVEN BY YOUR OWN FAST-TRACK MARKETING
DATABASE PROVIDING



SCV

(Single Customer View)

&

SHV

(Single Household View)



WE'LL HELP IDENTIFY, COMBINE AND RATIONALISE
ALL THE CUSTOMER DATA REQUIRED
INCLUDING SOCIAL MEDIA AND CUSTOMER REVIEWS



DATA QUALITY CONTINUALLY MAINTAINED AND
IMPROVED WITH 'SWEEPER' TECHNOLOGY



CHOOSE FROM OUR RANGE OF 10+ MODULES TO MATCH YOUR MARKETING REQUIREMENTS

CAMPAIGN MANAGER

Integration with client
email broadcast tool



simple to use drop-down menus

MARKETING AUTOMATION

Run recurring and trigger campaigns
without any user intervention

- BROCHURE REQUEST
- WELCOME HOME
- PRE-DEPARTURE
- NEWSLETTER SIGN UP
- ANNIVERSARY OF BOOKING

EMAIL INTEGRATOR

Integration with
client email
broadcast tool



Data offered up from
SCV and pulled back
into Radar
for reporting

EMAILER

Create, select,
broadcast and
measure email
campaigns
with ease



CONTACT MANAGER

Customer history
at the fingertips of
contact centre staff
with screen popping

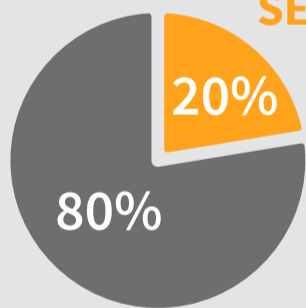


REPORTER

Evaluate
campaigns,
create reports and
generate insight



SEGMENTATION



Value-based
analysis of
customers with
automatic recast

CACI PROFILER

Profile
customer
data
against **45** MILLION UK adults

ONLINE SURVEYS

Online survey
tool with
results loaded
directly into
the SCV



Data
available for
campaign
selection &
reporting

ONLINE CONNECTOR

http://



Message optimisation
& trigger campaigns,
based on web
behaviour

YOU CHOOSE

CONGRATULATIONS! YOU'LL GET BIG BENEFITS



**BROWSER
BASED**



**USER FRIENDLY
INTERFACE SUITABLE
FOR ALL SKILL LEVELS**



**COST
EFFECTIVE**



**MINIMAL SET UP
FOR IT TEAM**



**ONLY REQUIRES
INTERNET ACCESS**



**LIMITLESS
USERS**