

A new standard in Data Segmentation & Customer Relationships

A comprehensive marketing tool honed and developed to help you create new marketing methodologies and techniques, MAILman helps you discover the value in each prospect. Conveniently segment your customers and get the right offer to the right person at the right time. ***Precision targeting reduces the cost of campaigns and increases revenue.***

Reduce Costs & Save Time

Get more cents in the dollar with efficient batch processing, address validation, mail discounts and much more. Save time with features like barcode scanning so you can get back to what marketing is about — building relationships with your customers.

Building Relationships

DMS has always understood the value of relationships, and it shows in our products. Whether its empowering your customer service operators, personalizing your communications or understanding and targeting your audience, you will find our products to be more effective because this is their goal from inception.

Personal Touch

Build rapport with your customers en masse with customized mail pieces. Show your customers that they are individual to you by automatically customizing receipts and correspondence with information relevant to them and their buying behaviours. Use the same simple process to tailor solicitations to suit a potential customers demographic or interests.

We Grow with You

MAILman grows with your organisation from a simple order processing system to a sophisticated CRM and campaign management tool.

We know that each of our clients' needs are unique — whether it be training for data entry personnel or marketing consultation to better tap your customer base — we tailor our package to your needs.

MAILman consolidates your data into one sophisticated yet easy-to-use system. This provides staff with a single, complete picture of each supporter, regardless of the many functions they may have within your organisation.

See all aspects of a customer's history with one click, including:

- **Transactions**
- **Events**
- **Buying Patterns**
- **Correspondence**
- **Lifetime Value**
- **Relationships**

All the tools you'll need to fully comply with the Australian government privacy guidelines are easily accessible. Sensitive information can be restricted to only those users who need to know.

Automatic tailoring of transaction receipts gives feedback on the specific products of interest to the individual and provides opportunities for up-selling or cross-selling. In this way your solicitations and receipts better address the reasons people buy and demonstrate your understanding of them.

Plug an inexpensive scanner into your PC and you can begin barcoding and scanning responses for rapid and accurate processing. This frees staff time for more important tasks, increasing administrative efficiency and reducing business and processing costs.

Rich and detailed reporting has been MAILman's core goal from its inception. Built with professional marketers and profound feedback in mind, MAILman can report on virtually any area of the system.

Our tailored reports can give you the answers you've always wanted to know but have been limited by your database.

Advanced customer behaviour analysis is at your disposal. Find out which products are of particular interest to customer segments then merge their records straight into Microsoft Word or produce and export a list quickly and conveniently.

From single user installations to organisations with hundreds of operators, MAILman adapts to fit organisations both large and small.

Begin with a simplified system and switch on more powerful features as your expertise and customer base grows. DMS will be with you, providing support, training & advice.

Call and let us discuss how we can help you with your specific needs:



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Rapid Transaction Processing
Campaign Management
Rich & Flexible Reporting

Tailored Reports & Modules
Customer Giving Patterns
Segmentation & Targeting