

Teradata CRM

Communication Manager

Plan and manage communications with each individual customer across all channels

Multiply positive customer responses with timely, relevant offers using the power of event-driven communications

Capitalize on the tremendous bi-directional power of event-driven communications, which sense and respond to customer-activated occurrences. Create effective and timely communications tailored to the needs, interests, and lifestyles of your customers. With Teradata CRM Communication Manager, your marketing analysts will have a dynamic interface for planning and managing all of your customer communications. Communication Manager administers all aspects of promotional

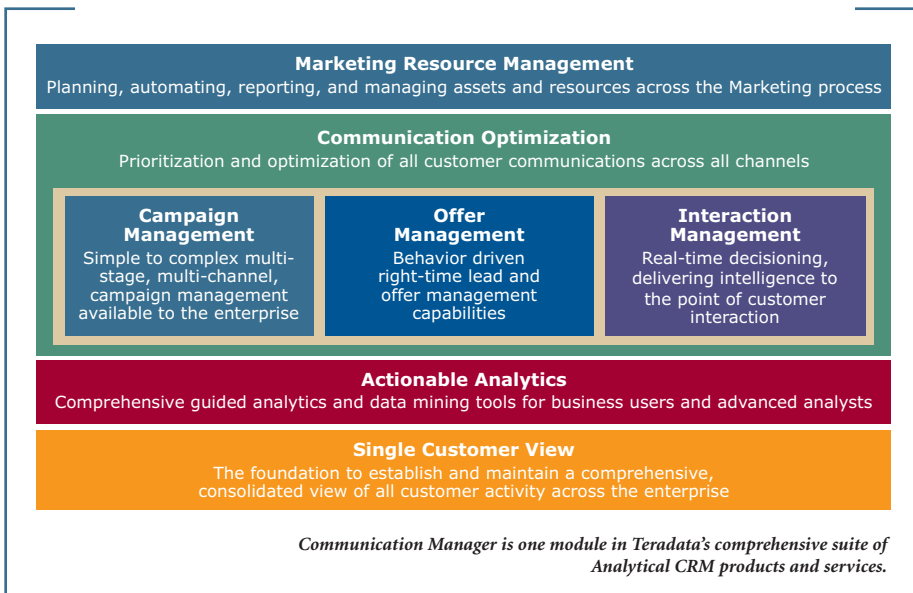
activities such as creating, planning, and managing communications and marketing programs for all media such as television, radio, direct mail, print, web, and e-mail.

With Teradata CRM Communication Manager, your marketing analysts will have a dynamic interface for planning and managing communications for each individual customer.

Teradata CRM Communication Manager supports an integrated, enterprise approach to planning, development, and management of customer communications across multiple channels, product lines, and business units. Using the opportunities identified by event detec-



tives and segments defined from analytics, Communication Manager allows you to determine and apply the best communication tactics for each opportunity. Marketing analysts benefit from the ability to define and execute four types of customer communications: Prospecting campaigns when you don't know who the customer is; Single Step campaigns – with sophisticated splitting capability; Continuous campaigns that are “one-step” and re-run over time on a defined schedule; and Multi-Step campaigns that manage individualized response driven customer communications through the system. Plus, your customers benefit from the convenience of easy access to your business wherever and however they prefer to interact with you.



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Reasons to Choose Teradata CRM Communication Manager

- > Marketing analysts can define and manage four types of campaigns: prospecting, single step, continuous, and multi-step
- > Ability to create customer communications triggered by interaction and transaction behavior changes or events over time, detected in the data warehouse
- > Ability to create customer communications based on real-time events captured in operational systems, such as an airline flight delay or cellular tower outage
- > Sophisticated splitting of segments so marketers can deliver offers directly to the right customers
- > Intuitive user interface allows marketers to visually associate offers to selected segments of customers
- > Degree of automation: multi-step communications automatically move each customer to the next step based on their response
- > Multi-step communications allow you to define the most relevant time frame for delivering messages to individual customers and then “time out” any leads that have not been executed in the planned time frame
- > Ability to assign detailed cost parameters to communications for use in ROI analysis

For more information about the Teradata suite of Customer Management solutions, contact your Teradata representative or visit Teradata.com.

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