

Ve haf all your information...

A great database is the number one, most important, key, essential asset you can have if you want to serve your customers well.

Can I repeat myself here - I think a database is the most essential resource any business can have.

It doesn't have to be flash or expensive. If you're working with up to 3 or 4,000 customers Microsoft Excel or Access will be just fine for you, although it will have some limitations. But if buying customer management software is not your priority at the moment, either of those two programmes will be useful.

Whether you run a hair salon, car sales yard, record company, medical centre, you will want to keep track of your customers. Basic details such as name, address, phone number and email are just the start. And from those few details you can send individual letters, newsletters, invitations, targeted promotions, reminders for appointments. You can merge specific information for specific areas or genders so that your customers don't have to wade through news that doesn't apply to them.

If you add another column for date of last contact or service, you can send offers to update a product, to renew a policy, to offer a trial drive in the latest model car.

Add another column with the amount of the last spends and you can start working out which of your customers are spending the most. You can start targeting them for special client evenings; spoil them with free samples of your products, while still sending newsletters and promotions to your other customers.

Every time your customer visits your business, log in any new information you might have gathered. Birthdays, names of children, preferences of product (book author, musician, colour etc), vegetarian, gluten intolerant, on and on it can go, and really, the list is almost endless.

So once you haf all ze information, it needs to be kept up to date and accurate. Everytime you send an email that bounces back, check it for accuracy – an unnecessary fullstop, capital, hyphen instead of underscore will of course make all the difference.

Use an electoral roll for correct spelling of names, white pages for any extra phone or fax details. With new legislation coming in soon, add postcodes now.

We all like individual attention. We think it's great when someone remembers our name, we like the little touches that make an experience a great one. With a little determination you can manage your customer's information easily and make your new database work for you.

Now that's handy...

- If an Office XP programme encounters an error, don't panic – unlike previous versions, you are allowed to save your work before shutting down.
- You can select non contiguous text (text that's not next to each other) by holding the [Ctrl] key and using your mouse to highlight sentences, words or paragraphs.

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A1 Working Solutions Ltd
Our business is your business

for

- Database management and maintenance
- Client newsletters, flyers, coupons and promotions
- Customer satisfaction surveys and feedback follow up
- Mystery Shoppers

If you're in a small-medium sized business, you'll have clients you want to look after.

Talk to us about how we can take the load off your busy day – we'll care for your customers and keep them up to date with your products, promotions, projects etc.

Use us to take care of your business, while you DO the business.

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