

*OPASTCO's 44<sup>th</sup> Annual Summer Convention*

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*“The Importance of Utilizing Every  
Customer Contact”*

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*Leland Smithson  
Quintrex Data Systems Corp.*

*[www.quintrex.com](http://www.quintrex.com)*

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# *Industry Trends*

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*To Be Competitive and Successful  
in the past, two requirements were needed:*

*“Great Products” & “Great Service”*

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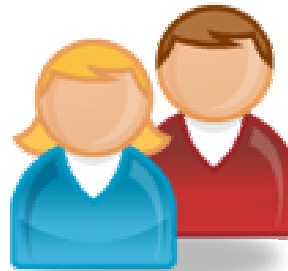
*Today a third requirement is needed:*

*“Great Marketing”*

# *Marketing to Current & Potential Customers*

*“Is this happening to your  
current & potential  
customers?”*

*Your Company*



*Current & Potential  
Customers*

*Competition*

*Competition*

*Competition*

*Competition*

*Competition*

*Competition*

*Competition*

*Competition*

*Competition*

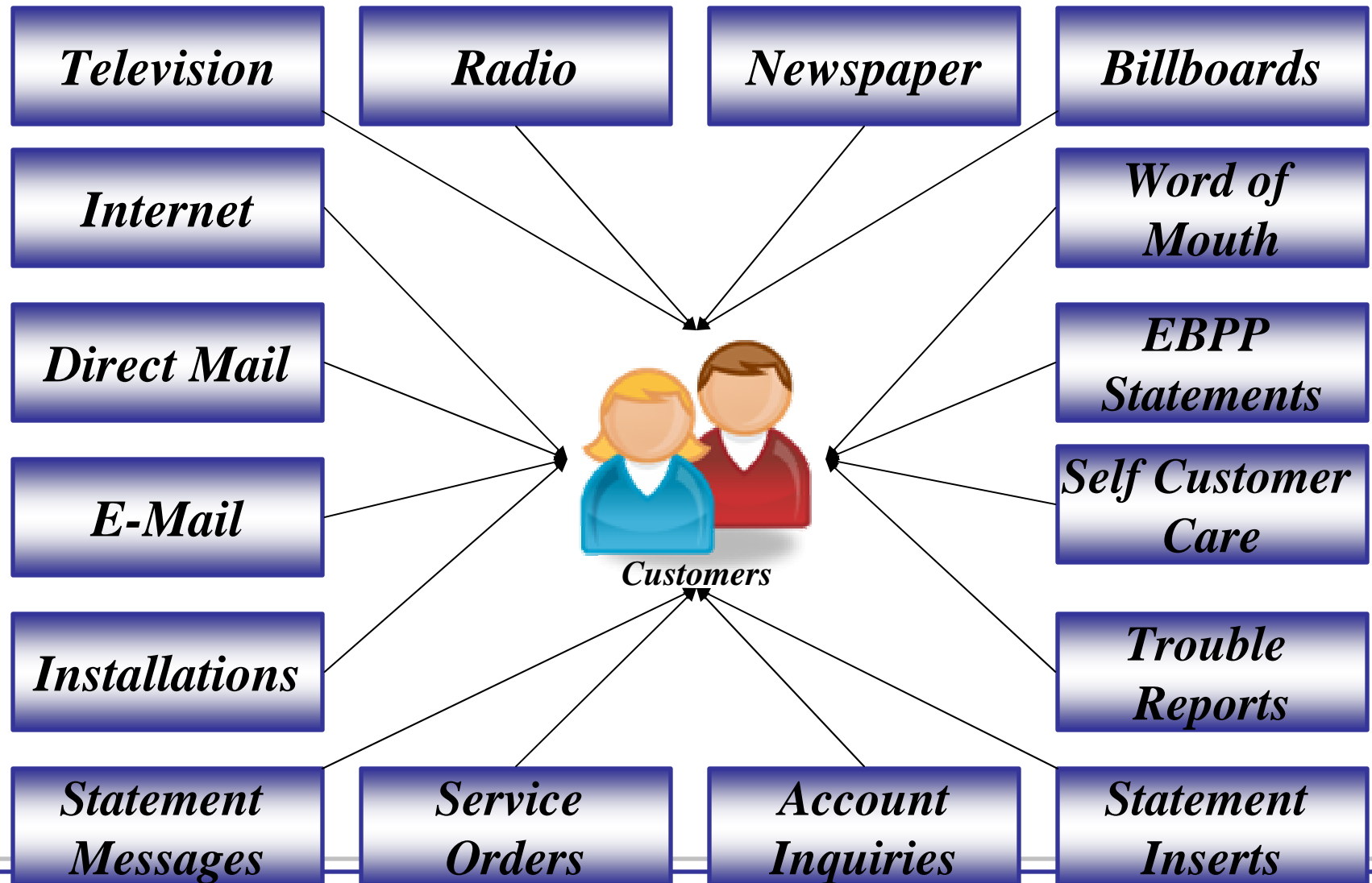
*Competition*

*Competition*

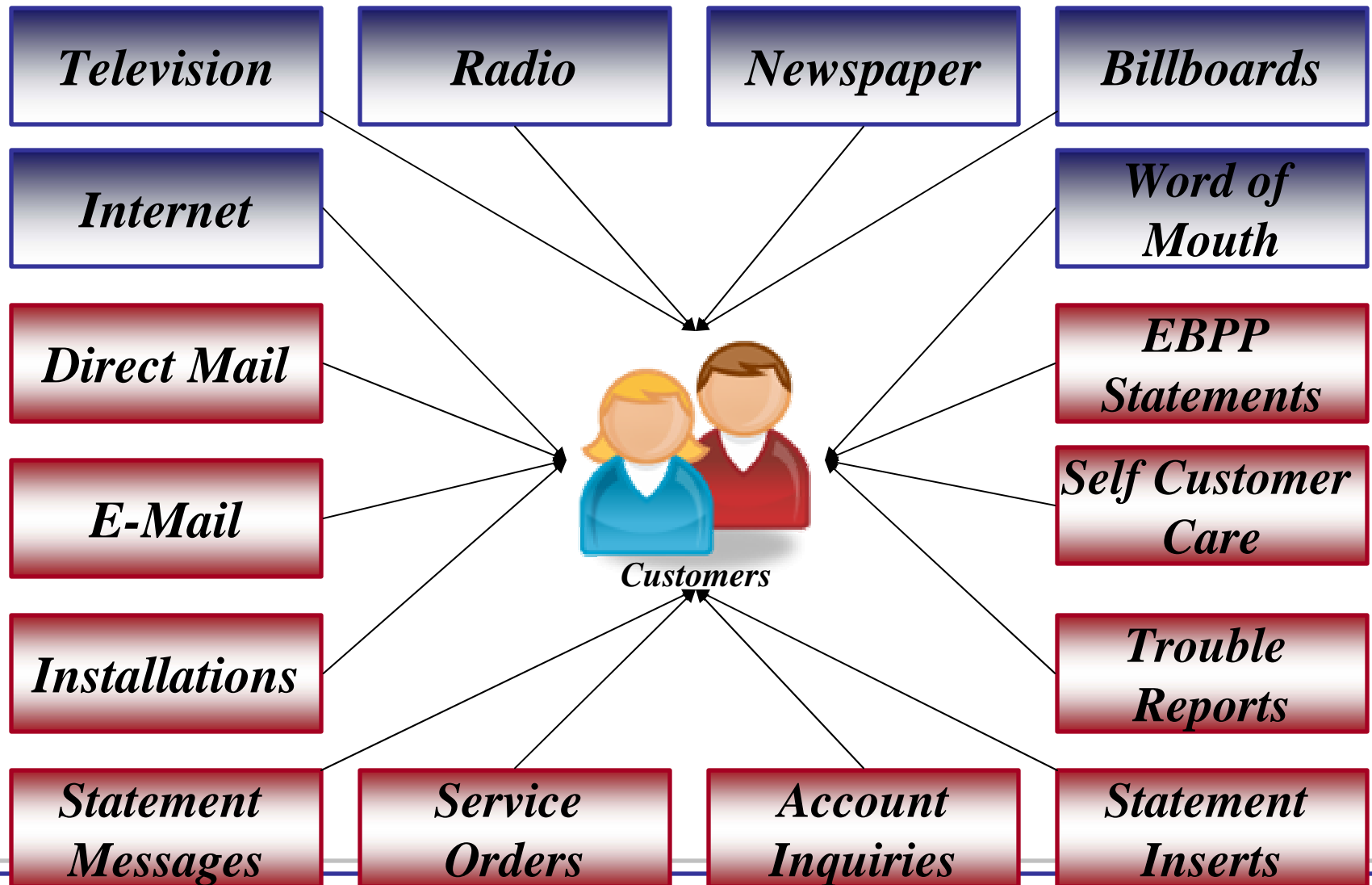
*Competition*

*Competition*

# *How Current & Potential Customers are Contacted*



# How Current & Potential Customers are Contacted



# *Utilizing each Customer Contact*

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*“Functions that you need to have integrated into your system.”*

# *Customer Contacts*

*“Is it important that we take advantage of every customer contact?”*

# *Customer Contacts*

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*How many customer contacts do you think your CSR has each day?*

*How often does the CSR or I & R technician try to inform or up sell?*

*It is important that you try to inform or up-sell?*

# *Estimated Number of CSR Contacts*

<i>Per Hour</i>	<i>Per Day</i>	<i>Per Week</i>	<i>Per Month</i>	<i>Per Year</i>
<b>4</b>	<b>32</b>	<b>160</b>	<b>640</b>	<b>7,680</b>
<b>5</b>	<b>40</b>	<b>200</b>	<b>800</b>	<b>9,600</b>
<b>6</b>	<b>48</b>	<b>960</b>	<b>960</b>	<b>11,520</b>
<b>7</b>	<b>56</b>	<b>280</b>	<b>1120</b>	<b>13,440</b>
<b>8</b>	<b>64</b>	<b>320</b>	<b>1280</b>	<b>15,360</b>

# *CSR Contacts per Year*

*Assume 6 contacts an hour per CSR or 11,520/year*

<i>Number of CSRs</i>	<i>Contacts Per Year</i>
<i>2</i>	<i>23,040</i>
<i>4</i>	<i>46,080</i>
<i>6</i>	<i>69,120</i>
<i>8</i>	<i>92,160</i>

# *Customer Contacts – I/R Technicians*

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*Assume: 5 – I/R Technicians –  
each handling 6 installation & repair orders/day*

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*30 customer contacts/day  
600 customer contacts/month  
7,200 customer contacts/year*

# *Utilizing each Customer Contact*

*When in contact with a customer what are three things you may want to review with the customer?*

- *Information - Inform*
- *Appreciation – Thank*
- *Products - Up-sell*

# *CSR Assistance*

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*What do you do to help your CSR's?*

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*What training do you provide?*

*What incentives do you provide?*

*What tools do you provide?*

# *Customer Contacts*

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*Keeping the customer informed, thanking or up-selling can be an impossible job without the right tools...*

*Your CSRs need the right products, training and immediate access to customer information to maximize these opportunities.*

# *Utilizing each Customer Contact*

*You need the capability in your systems to analyze what a customer*

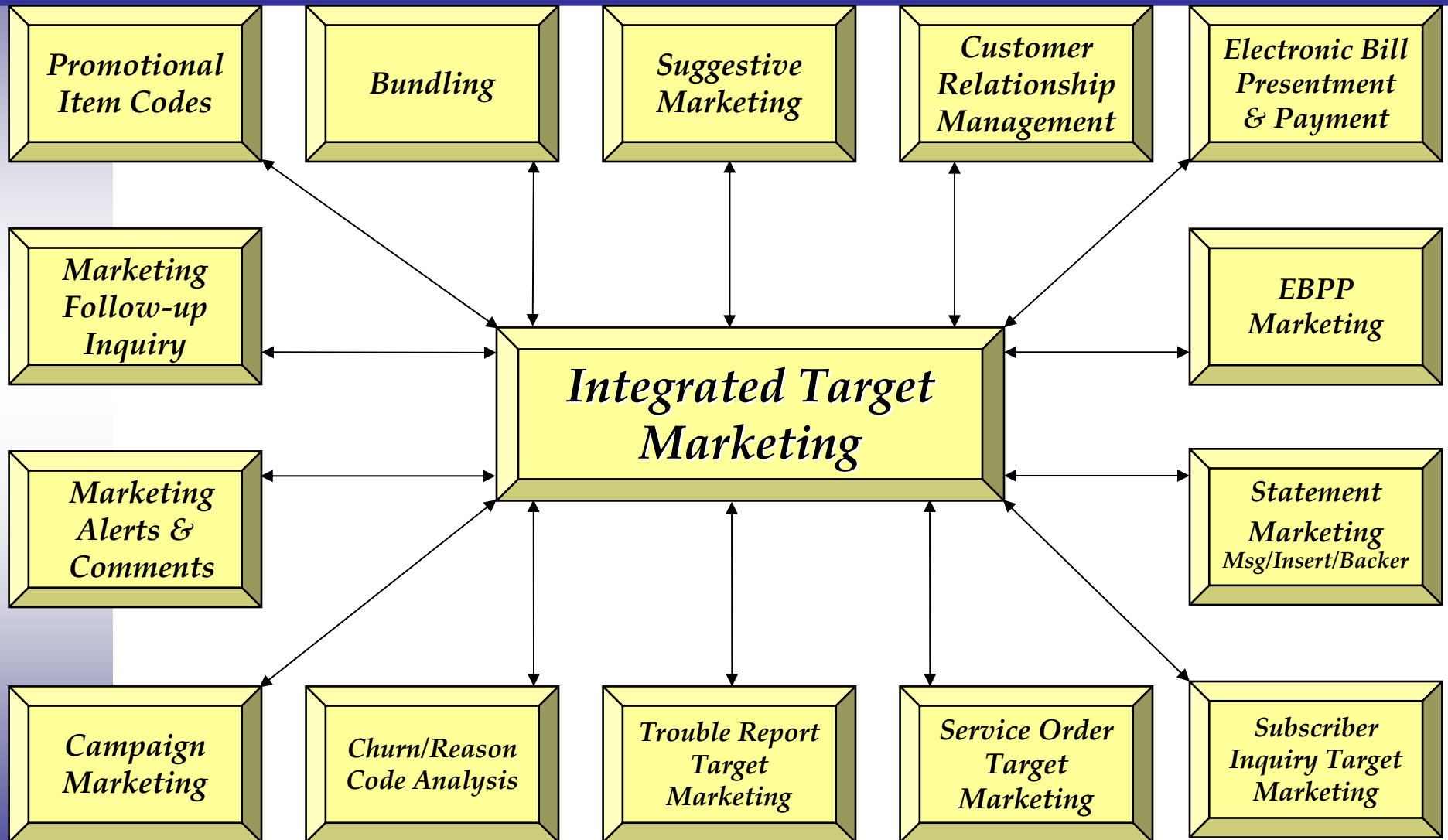
➤ *Has*

➤ *Doesn't have &*

➤ *Where they are located*

*In seconds to assist the CSR in informing, thanking and up-selling*

# Integrated Marketing Solutions



# *What is Integrated Target Marketing?*

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*...ITM provides your CSR's with the ability to instantly analyze your customer's products, services, service location and demographics*

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*through a set of predefined filters, “what if” statements, that will allow your CSR's to inform, thank or up-sell the customer regarding your service offerings.*

# *High Speed Internet Filter*

*If subscriber is residential (and)*

*If subscriber does not have Premium Bundle (and)*

*If subscriber does not have high speed internet (and)*

*If service location is high speed internet equipped*

*Then: For Suggestive Marketing (use suggestion 12)*

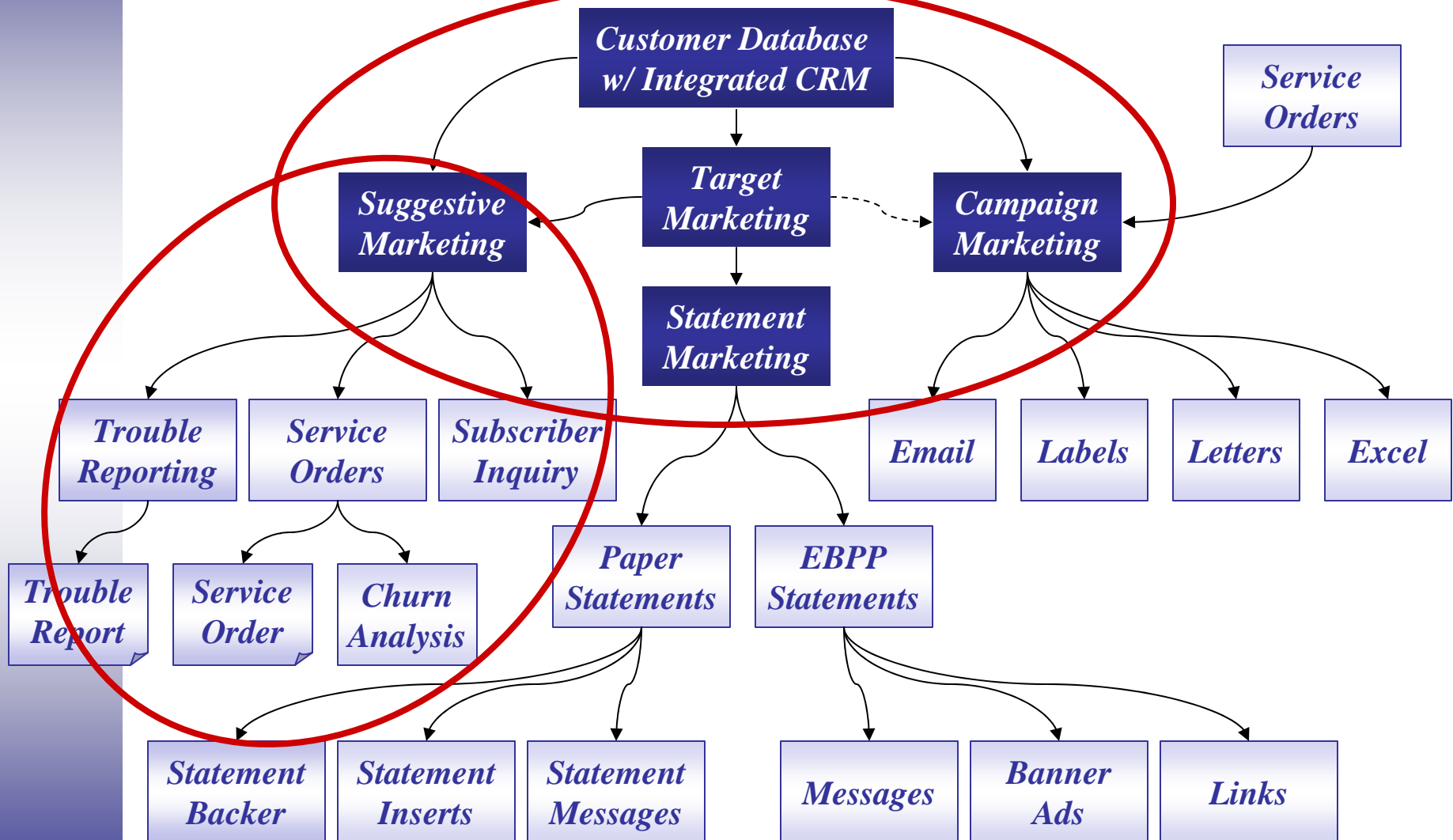
*For EBPP (use banner 12 on all screens)*

*For Statement Backer (use backer 12)*

*For Statement Message (use message 12)*

*For Statement Insert (use insert 12)*

# Integrated Marketing Solutions



# *Suggestive Marketing*

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*Suggestive Marketing utilizes ITM and provides you with the capability to instantly analyze any customers account, at strategic points, and be able to suggest to the customer multiple ways in which to up-sell or inform the customer.*

# *The Power of Integrated Target Marketing*

*Examples of keeping customer informed and up-selling:*

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- ***Has dial-up, but does not have HS Internet... document***
  - *Mr/Mrs\_\_\_ I see you have dial-up, how is that service working for you?*
- ***Does not access account over internet... document***
  - *Mr/Mrs\_\_\_ I see that you have internet service did you know that you can access your account at any time and view your statement over the internet?*
- ***Does not have caller ID... document***
  - *Mr/Mrs\_\_\_ How do you answer calls when you are watching your favorite TV program? .... Did you know that you can...*

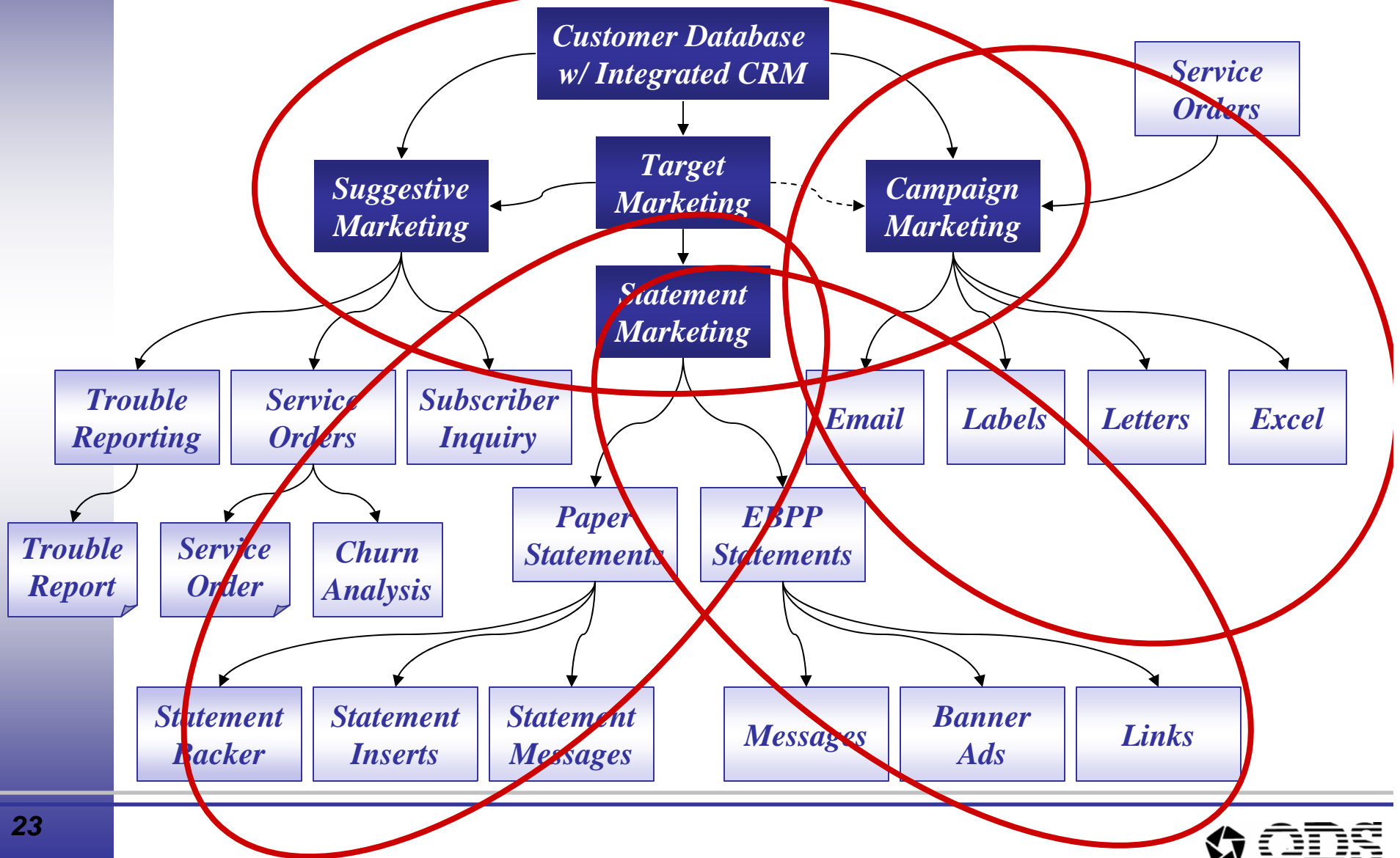
# *The Power of Integrated Target Marketing*

*Examples of keeping customer informed and up-selling:*

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- *Has dial-up, but does not have HS Internet... document*
  - *Mr/Mrs \_\_\_ I see you have dial-up, how is that service working for you?*
  - *Are you able to send and receive pictures of your family? I don't know if you new it but DSL is now available in your area and can be up to 50 times faster than your current speed.*
  - *We do have a special promotion going on. You can receive free installation and 3 months of service at 1/2 price.*
  - *Etc.....*

# Integrated Marketing Solutions

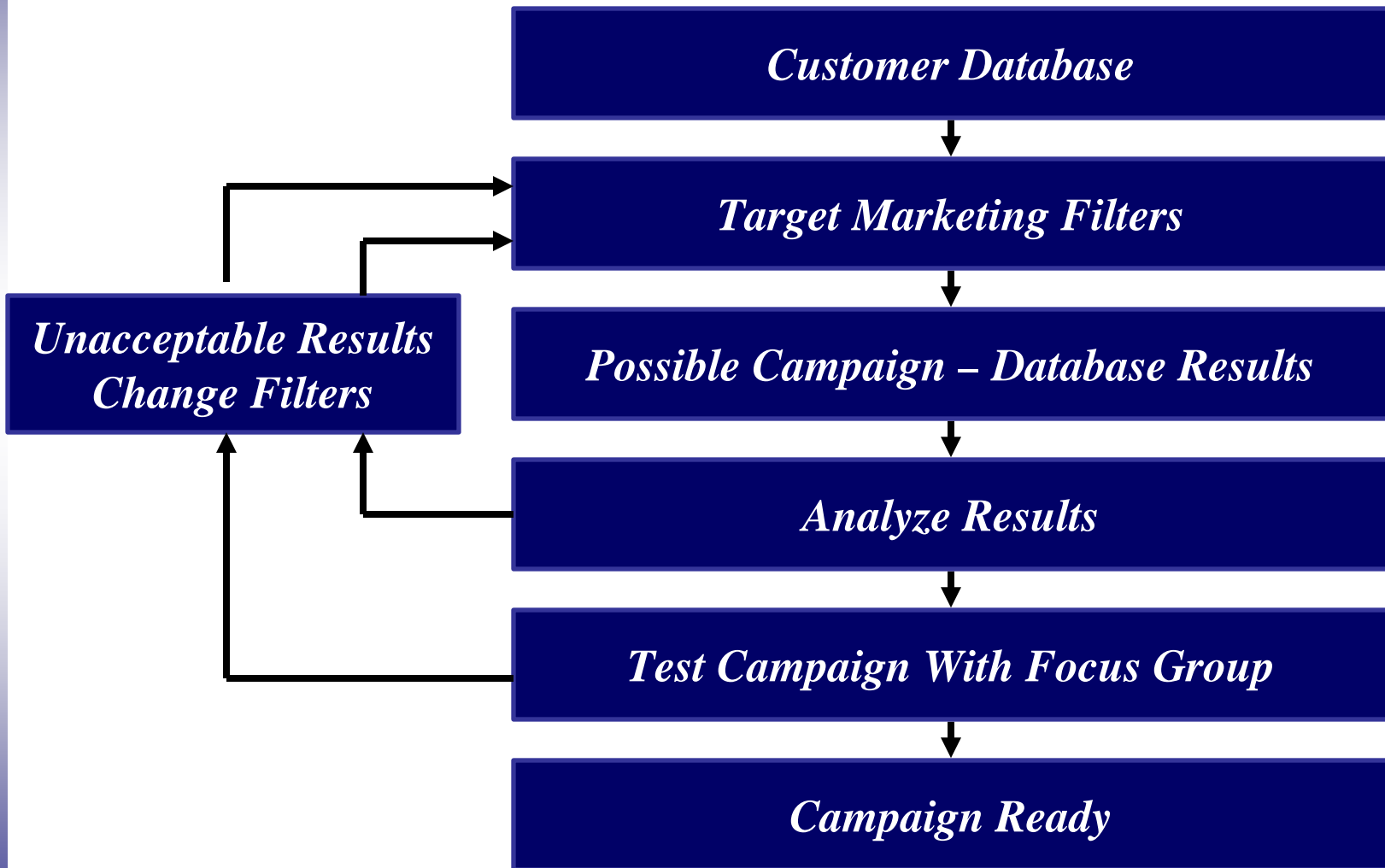


# *Campaign Marketing*

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*Campaign Marketing utilizes ITM and provides you with the capability of instantly creating a data base of all customers that satisfy the criteria specified in one or more target marketing filters.*

# *Process of Creating a Campaign*



Campaign Marketing - Subscriber Detail

Company: 1 QUINTREX MUNICIPAL POWER CO.  
 Campaign: DSL08-09 DSL CAMPAIGN (AUG-SEPT)

Period: 8/01 2006 - 9/29 2006

	Account #	Telephone #/ Market #	Name	Non- Solicitation	Address Line 1	Address Line 2
1	57	606/287-1524	MARIE D HOSKINS		3333 HERD ELIAS RD	
2	124	606/287-2118	KIM SPARKS	NO SOLIC	P O BOX 545	
3	133	606/287-2130	VIRGIE PARRETT		C/O DONNIE PARRETT	P O BOX 557
4	330	606/287-3140	FAMILY FUN CENTER		P O BOX 154	
5	336	606/287-3430	RONALD LYNCH		1578 PAGE SCHOOL RD	
6	348	606/287-2332	DONNA MCFARLAND		P O BOX 967	
7	353	606/287-3163	JACKSON CO HIGH SCHOOL CAFETER		ATTN: DIANA MILLER	P O BOX 217
8	371	606/287-3616	ZELMA COLE		P O BOX 1224	
9	391	606/287-4244	ELMER YOUNG		720 US 421 N	
10	399	606/287-3210	BURTS, GENEVIEVE	NO MAIL	167 ALFORD DRIVE	
11	454	606/287-7056	BETTY SHEPHERD		GEN DEL	
12	470	606/287-7073	CAMP ANDREW JACKSON		P O BOX 279	
13	549	606/287-7171	JUSTICE FUNERAL HOME		P O BOX 66	
14	700	606/287-4271	HAROLD HAYS		617 CALICO RD	
15	741	606/287-0608	AMY DARLENE BERRY		P O BOX 660	
16	762	606/287-7460	MINERVA HARRISON			
17	774	606/287-7475	ESTIE TILLERY		P O BOX 15	
18	795	606/287-4694	TERRY RAY BREWER		193 INDIAN CREEK RD	
19	808	606/287-7520	LEONARD COX		P O BOX 234	
20	864	606/287-7586	RONALD L. TAYLOR		216 KELLEY RD.	
21	884	606/287-7609	MRS LEONARD HOBBS		C/O JAMES HOBBS	P O BOX 867
22	924	606/287-7655	GRACIE REECE		12376 HWY 587	
23	950	606/287-7684	JON JONES		C/O SUE SMITH	245 S R 2004
24	989	606/287-4127	STELLA MAE SPARKS		452 TURKEY FOOT RD	
25	995	606/287-7739	RALEIGH CLARK		RT 1 BOX 148	
26	1088	606/287-4040	GLORIA KILBURN		332 HICKORY FLAT RD	

Options

Response

Export to Excel

Merge into Labels

Merge into Envelopes

Merge into Letters

Merge into Email

Print Table

Close

Ready

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frmSubscriberDetails

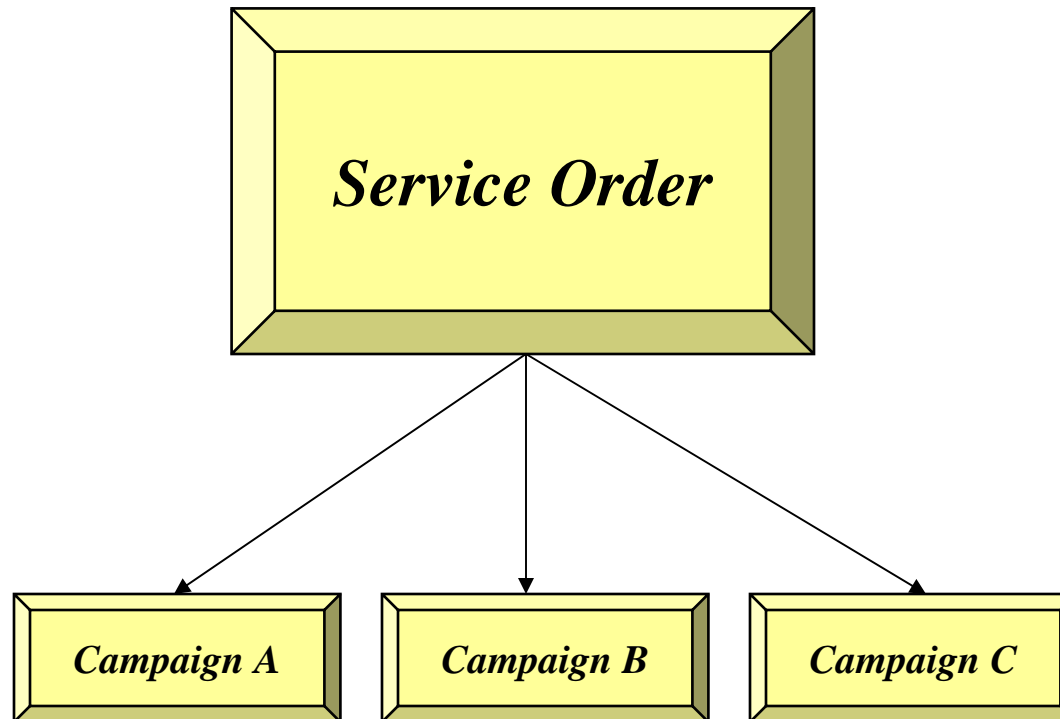
10/20/2006

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# *Campaign Data Base*

- *Total number and % of subscribers rejecting offer*
- *Total recurring revenue prior to service order*
- *Total recurring revenue after service order*
- *Total additional recurring revenue*
- *CSR that sold or created the service order*
- *Reason code why subscriber added service*
- *CSR that created the service order*
- *Total revenue by CSR*
- *Create a campaign from previously created campaign*
- *Adhoc reporting tool*

# *Updating of Campaign Data Base*



*When ever a service order is written the system needs to automatically update the active campaigns.*

*“Measurement”*

Campaign Marketing - Statistical Graph (DSL CAMPAIGN (AUG-SEPT))

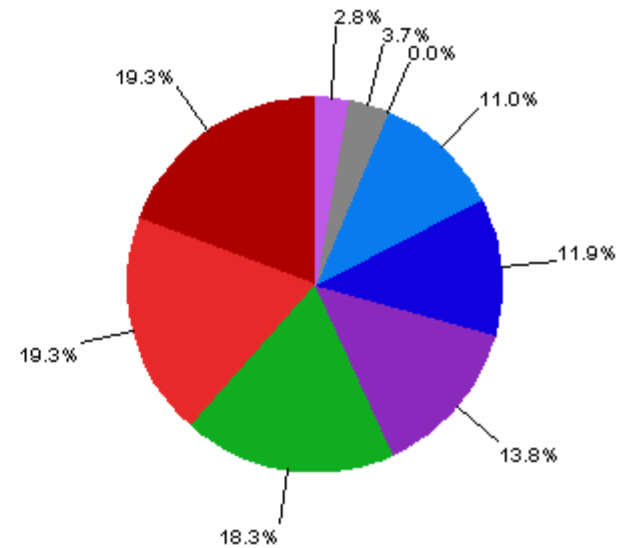
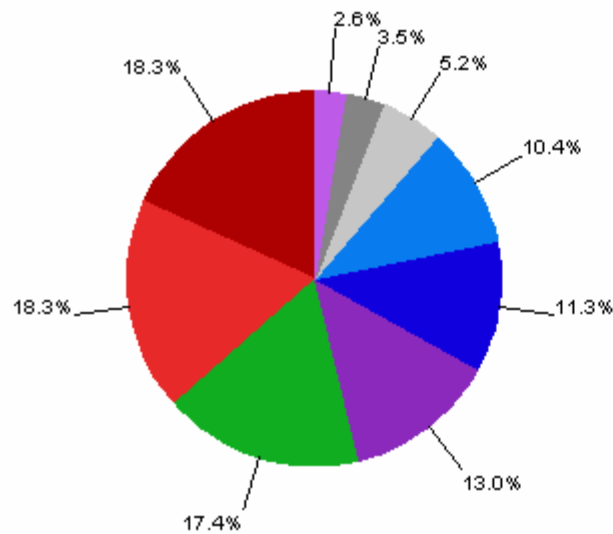
Company: 1 QUINTREX MUNICIPAL POWER CO.  
 Campaign: DSL08-09 DSL CAMPAIGN (AUG-SEPT)

Campaign Period: 8/01 2006 - 9/29 2006  
 Total Potential Revenue: \$2,000.00

Response Statistics	Count	% of Prospect Total	% of Contacts
# Sold	21	18.26 %	19.27 %
SOLD OTHER SERVICES	21	18.26 %	19.27 %
# No Answer	20	17.39 %	18.35 %
# Rejected	15	13.04 %	13.76 %
# Call Back	13	11.30 %	11.93 %
NEEDS SERVICE FOLLOW-UP	12	10.43 %	11.01 %
# Not Contacted	6	5.22 %	
ADD TO NON-SOLICITATION LIST	4	3.48 %	3.67 %
WANTS TO TERMINATE SERVICE	3	2.61 %	2.75 %

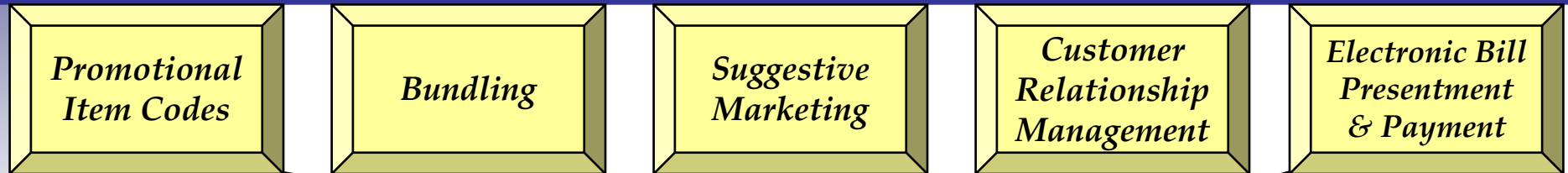
% of Prospect Total

% of Contacts



Print Refresh Close

# *Integrated Marketing Solutions*



*“Integrated Marketing Solutions are Extremely Powerful and Essential to Your Company’s Success and key to Utilizing Every Customer Contact”*



*OPASTCO's 44<sup>th</sup> Annual Summer Convention*

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*“The Importance of Utilizing Every  
Customer Contact”*

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