

Consona Dynamic Agent

Marketing Edition

What It Is

Offering personalized products and services is the most effective way for organizations like you to differentiate your offering and generate new revenue. But doing it successfully and without a lot of cost is challenging. We have just the thing to help.

Turn Every Desktop Into A Revenue-Generating Machine

Businesses in many industries are forgoing the use of phone, email and web channels and are now using branded desktop applications to communicate with their customers; Consona takes it to another level. **Consona Dynamic Agent** effectively puts your web site DIRECTLY ON THE DESKTOP creating a new and direct distribution channel that makes it simple for you to deliver personalized services, drive traffic to your web site, and increase revenue, without spending a lot of time or money.

The solution gives you unprecedented ability to understand and respond to customer needs. And you'll develop targeted, personalized content and convert it to revenue more effectively than ever before. Your customers will also have a new, convenient way to access and manage your services—and provide feedback—using a single desktop tool. As a result, they will be more satisfied and you'll maintain wallet share. The opportunities are endless.



Benefits

Develop new revenue streams with highly targeted and personalized offers with a 1:1 marketing approach.

Rollout new offers and fulfill orders with ease.

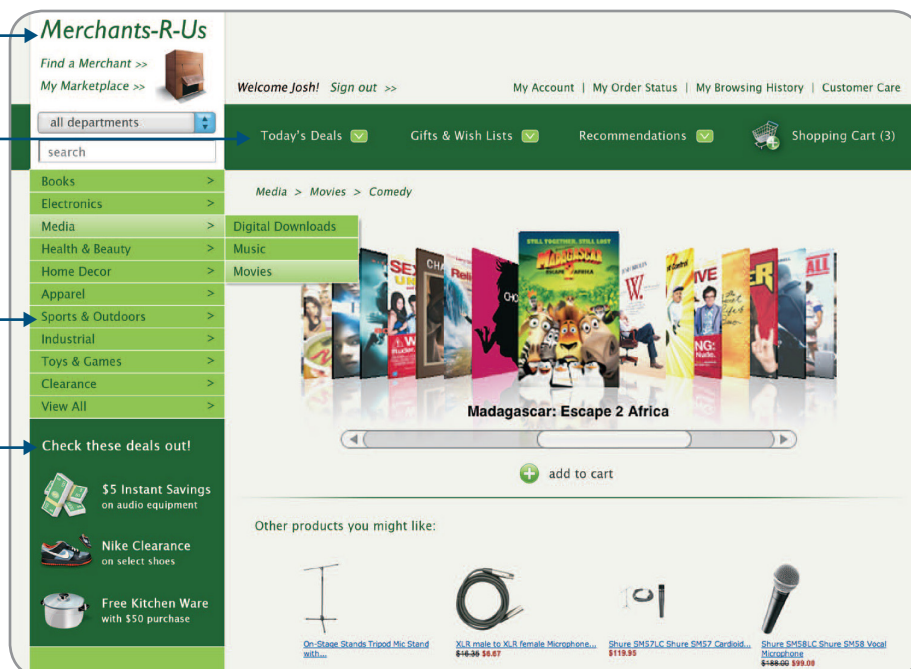
Increase customer opt-in and registration rates by up to 60%.

Customize and brand your interface dynamically

Author personalized content for your customers

Manage multiple brands or lines of business

Provide real-time promotional offers

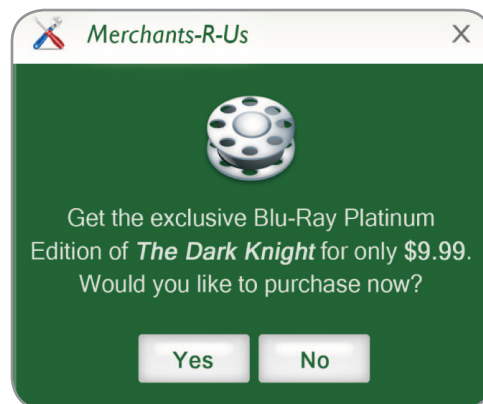


Why You Need It

- Leverage customer data and feedback to provide more customized service than ever before.
- Drive up revenue per user with a new channel for communicating personalized offers.
- Pump up customer loyalty and maintain your wallet share.
- Increase your opt-in/registration rates up to 60%.
- Brand and customize the interface and content so it's very relevant for customers.
- Make it simpler for customers to acquire and manage services using a unified desktop tool.
- Rollout new offers and fulfill orders with ease, using the online channel
- Gain a new level of insight into customer usage with intelligent reporting.
- Track campaign effectiveness and make adjustments on the fly.

How It Works

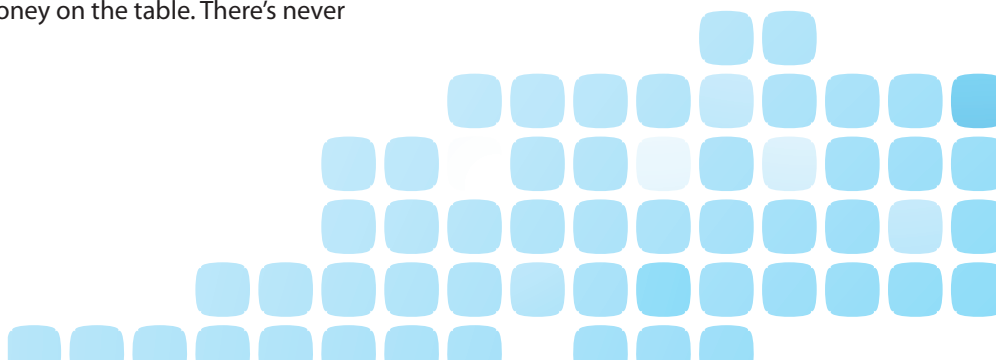
Our one-of-a-kind solution becomes a new marketing channel for you. You'll have full view of each customer's preferences and context so you can customize and present offers at the perfect time. Maybe you'll suggest the latest travel specials, the new Tom Clancy book, and even the most recent DVD on Blu-Ray release. You can send alert messages when their subscription is about to expire or when new products or services are available based on their daily activities, providing your customer a convenient way to take action. Because the content is relevant and timely, your customers will be more likely to take you up on the offer. And with one practical tool to manage all services, you can provide a consistent, satisfying user experience. Think of it as providing your customers with their very own "Personal Shopper" who delivers precisely what they want and at the right time.



The Dynamic Agent also works offline. This means that your offers, alerts and content are available on mobile devices even if they are disconnected, on a plane or just out of cellular or Wi-Fi range, your one-to-one communication (and relationship) with your customers never stops! Your customers' desktops, notebooks, or even Netbooks all continue to present your brand and value at any time.

Getting started is really easy. Just take your existing eCommerce website that's already familiar to customers, and extend it to the customer desktop, to cross-sell in a much more personalized way. You don't have to plan expensive one-off marketing programs or worry about leaving money on the table. There's never been a simpler way to increase revenue.

According to Parks Associates, 61 percent of surveyed consumers are "extremely interested" in a PC maintenance dashboard and 38 percent are "extremely interested" in unlimited tech support. The report estimates that the total service provider VAS market will grow to almost \$1.3 billion by 2012, and VAS revenue per broadband household will double from \$0.60 in 2007 to \$1.30 in 2012.



What It Does

Friendly Web Interface

- Brand your interface so it's familiar and convenient for customers.
- Manage multiple brands or lines of business with one centralized authoring tool.
- Take a more active approach to your customer relationships, resulting in improved response rates, more efficient operations and increased revenue.

In Depth Reporting Tools

- Capture and analyze navigation data and customer demographics to build better, more customized offers.
- Track effectiveness of marketing messages and content based on customer usage to find out what's working and what's not using our navigation, impression and click-through metrics.
- Easily generate reports that provide a wealth of information and help you prove Return on Investment (ROI).

Unprecedented Targeting and Authoring Capabilities

- Continuously gather user, system and activity data and use it to enhance highly targeted content and timely offers.
- Easily author personalized content for specific customers or scale it for large groups, and make changes any time.
- Set up triggers and automated content to provide real-time promotional offers to customers right when they need it.
- Customize your internal approval process to ensure content is approved before being published.



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About Consona CRM

With a comprehensive set of solutions spanning self-service, customer management, chat, communities and proactive, just-in-time marketing and support—all fueled by a patented, best-of-breed knowledge management platform and backed by advanced analytics—Consona's KCS Verified tools are the choice for integrated, multi-channel customer service and support. The only CRM vendor focused entirely on service and support, Consona helps the Global 2000 control costs while providing a superior customer experience.

Consona
Problem: Solved!