
Sending Coupons?

Posted by sunny - 2008/06/06 22:06

I have my website running for a few years. Now I want to send coupons to different groups of online customers. Can CRM help me on that?

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Re: Sending Coupons?

Posted by greenwave - 2008/06/11 04:01

The short answer is Yes.

Take SugarCRM for example, it has a Campaign module which does

Create Email Template from your favorite Office document

Set up recipient list manually or automatically based on your Biz rules

Send and Track responses

Calculate ROI if desired

There is a page online explaining how it works:

<http://www.sugarcrm.com/crm/demo/screens.html>

We had implemented similar features for one client. It works as mentioned above.

Hope this helps.

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