

Customer service is the deciding factor for the choice of telephone and DSL providers

Pressemitteilung von: **artegic AG**

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(fair-NEWS) – Bonn (Germany), 25.01.2010. Every customer counts. This applies even more, when products are interchangeable and consumers therefore are willing to change brands easily – as seen in the ICT market. According to a current study by TNS Infratest, customers value reliable advertising messages and the services on offer more than the cost. In the DSL, landline and mobile market, NetCologne – one of the leading German ICT providers – stands out with affordable rates and above all its service offering. Individual sales approaches and effective customer relationship management are supported by the ELAINE Online Direct Marketing Technology of German eCRM provider artegic.

In addition to cost and service, NetCologne is employing artegic's eCRM solution to focus on an improved and easy-to-use customer service, which customers increasingly see as a decisive performance feature. More than 300,000 customers use the digital version of the customer magazine "Freizeichen".

Also, new product offers, improved rates and individual options for DSL and mobile technology can be communicated in a target-specific way. NetCologne is introducing artegic's ELAINE technology for this purpose. Apart from the function scope and the easy handling, integrability and the highest degree of security requirements were decisive factors for the choice.

Newly defining benchmarks for customer service

Andreas Ziffus, Head of Communication for the sector Private Customers at NetCologne summarises their expectations for the collaboration with artegic: "The use of email marketing in customer management dominates all other channels as far as speed, flexibility and cost-effectiveness go. Also, customers can respond directly to specific offers and therefore receive more detailed information in a quick and uncomplicated manner or order specific services directly in our online service area. We mainly use email marketing in the areas of management of existing customers. Our main target is the effective customer consultation. We have already had very positive feedback."

Exact, quick and secure eCRM

The ELAINE Online Direct Marketing Suite allows NetCologne a significantly higher degree of operative independence in the marketing workflow.

In particular, sales and service processes can be automated. In an email campaign for mobile users, NetCologne calculated, for example, the individual savings potential with change of contracts based on the telephone usage of the respective customer.

"ELAINE has convinced us with the quality of its engineering and its simplicity to use. With the introduction of ELAINE, we could increase the speed in our campaign management and internally simplify operative processes for the long term," says Andreas Ziffus.

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About artegic AG:

artegic AG is a consulting and technology provider for digital dialogue marketing. It focuses on the improvement of loyalty and profitability of customer relations in online channels based on comprehensive analytical user profiles (customer intelligence).

With international representatives and 40 employees in its German offices in Bonn and Cologne, artegic has developed client-specific ECRM strategies and has realised these via email, RSS and mobile marketing.

As an associated company of the Fraunhofer Gesellschaft, artegic draws on the know-how of the latter, as well as the expertise from long-standing best practice with international clients, such as RTL, AdLink, Schlecker, QVC, PC-Ware, apetito, Siemens Healthcare and the German Federal Ministries of Finance and Justice.

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