

# Customer Letters

## Customer Letters-For More Powerful Customer Communications

*The One-to-One Marketing Tool For More Powerful Customer Communications*

Changes in service, new product offerings and special, time-sensitive promotions - there are many positive reasons to communicate with customers. Now, with Customer Letters, you are able to make these communications more powerful than ever before with an application that allows you to quickly and easily create and manage customized customer letters, without the added expense of a third-party mail house.

Flexible and easy to use, Customer Letters gives you the versatility and control you need to make your marketing and communications more effective than ever before. Element works in conjunction with the CSG products you already use, Customer Letters offers you:

- Flexible formatting capabilities through Microsoft Word (rich text format) to quickly and easily create customer letters
- Targeted one-to-one marketing capabilities with the Vantage® data base engine to make the most of each customer communication
- Insert and ad page functionality to enhance marketing capabilities
- Client-defined security levels to streamline the process of creating and approving customer letters
- Integrated targeting and mailing customer communications processes for greater efficiency and impact

## One Tool-Many Applications

Available through CSG's web application, DirectNet, Customer Letters puts you in control at every stage with a solution that allows you to create, edit, validate, test, update and approve your customer letters. Plus, it offers you the flexibility to include text as well as graphics and replacement variables that add greater impact to each communication.

Use Customer Letters for a variety of marketing and communication needs:

- **Promotional and Up-Selling Opportunities** - Start the relationship off right with a new subscriber welcome kit or offer digital cable, high-speed data, pay-per-view or other product promotions.
- **Personalized Advertising** - Use Vantage, our real-time relational database reporting product to generate a letter for one-to-one communication. Plus, the user can customize the package with inserts and Enhanced Statement Presentation Ad Pages for additional marketing opportunities.
- **Operational/Business Correspondence** - Notify your valuable subscribers that their credit card is due to expire, that they have unreturned equipment or that their account is past due.
- **Regulatory Notifications** - Alert subscribers to rate increase information or changes in channel line-up, including supporting explanations and information that can help to reduce subscriber calls.

## Save Time and Money

Customer Letters enables you to be more responsive in your communications. It offers you the capability to support efficiencies that save you time and money, such as:

- *Rapid entry to Mailstream* – Standard lead-time from template entry to active letter is just two to four days. Mailing availability is not cycle dependent, offering virtually round the clock capability, 365 days a year.

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- *Reduce Costs* – Customer letters eliminates the need for direct mail house. And by utilizing standard paper stock and envelopes, you'll save additional costs.

## **Make the Most of Every Contact**

Customer acquisition, retention and growth are critical to revenue generation. Customer Letters software provides you with one more opportunity to make the most of every contact with your customers through one-to-one marketing. Easy to use, it enhances your capabilities with functionality you're already familiar with using. Plus, it actually enables you to get more from existing tools such as DirectNet, Vantage, ACSR and more. That's just what you'd expect from an industry leader with more than 20 years of experience developing leading-edge solutions that facilitate your ability to do business.

## **About Element**

Element Customer Care is a Durham, NC-based company that offers billing services, tech support and a customer service call center. Element's partnership with CSG Systems gives its clients access to CSG's unique combination of solutions, services and expertise to improve operational efficiencies and deliver a quality customer experience in a competitive marketplace. For more information, visit [www.elementcare.com](http://www.elementcare.com) or contact a sales representative at (919) 794-8773x5811 or via E-mail [RAlexander@elementcare.com](mailto:RAlexander@elementcare.com).