

Sports - NCAA

IMAGINE. THEN ACCOMPLISH.

With the netFACTORY CLM software suite for eMarketing and eCustomer Relationship.

Imagine increasing your customer loyalties and revenues by providing your fans an enriching brand experience through customer touch-point integration never before available.

Imagine conducting your business in an environment of constant interaction with your customer fan-base using simple desktop technology.

Imagine your organization becoming customer-centric as a byproduct of increased fan communication and streamlined marketing processes.

Imagine no more.

netFACTORY introduces the CLM suite of software solutions designed to turn business imagination into reality.

CLM delivers a comprehensive suite of customer-facing communication and e-commerce toolsets integrated with an enterprise-level customer lifecycle data warehouse (crm) to store and manage your fans' experiences with your brand.

CLM includes these touch-point solutions:

- Desktop Audience Management: An online, desktop-resident application allowing you and your fans to stay in constant touch. With your fans' permission, the application enables you to become a content publisher for enriching your customers' experience and increasing brand awareness.

- Digital e-Commerce Catalog: Extend your brand marketing or online e-commerce experience to the comfort and convenience of your customer's desktop or mobile computer. Whether online or not, the desktop-resident digital catalog will enhance the "window shopping" or "purchasing" experience of your fan.

Users are 5 times more likely to make the purchase using this catalog medium than they are using traditional online methods.

- Email Marketing: Develop and track personalized communications with your customers using cost-efficient tools. Leverage your existing email infrastructure or integrate your customer data with existing enterprise systems while maintaining brand integrity while in full compliance with all email legislation. Permission-based email marketing is powerful and one of the most effective means of reaching your fans.
- netFACTORY CRM: Manage your CLM eMarketing and eCustomer backbone using this enterprise-level, web-based customer relationship management application. House all your critical customer and business information using this highly secure and scalable database solution. Leverage your investment to build a truly integrated customer touch-point business environment to help you develop customer strategies, increase revenues and maximize profits.
- Integration and Client Services: netFACTORY professionals have over 60 years of combined sales, marketing, technology and business experience. The netFACTORY team is ready to make the CLM solution work for you.

Want to see CLM in action, click here to [schedule a live demo](#). See what has not been seen before!