

VIPlus™ - Customer Relationship Management



The **VIPlus™** package manages loyalty programs. This web-based software enables the storage of various data relating to the loyalty program members, such as name, telephone numbers, etc. In addition, other details can be defined according to system administrator specifications. The names can be sorted into various categories, groups and subgroups, and mailing and distribution lists can be generated accordingly.

The software enables the input of various contents intended for distribution, such as: news, useful and promotional information, and various messages. All information of this sort, intended for distribution, can be sent to the entire list of names appearing in the database or just to a selected portion thereof. Mail can also be sent individually, such as: birthday greetings and, contrarily, requests for payment.

Technology

The software was developed on advanced technology according to Microsoft™ standardized platform and on according to customer needs. The software is web-based thus can be access 24/7 worldwide.

- Professional email newsletter templates
- Rich-text HTML editor to create your own email template
- Highly targeted lists
- Contact import/export
- Mass email campaigns to selected contacts
- SMS abilities
- Round trip reporting

Operation

The Administrator can manage customer relationship efficiently and profitably. The **VIPlus™** system is equipped with advanced administrative tools. These built-in tools help you design and deliver great looking HTML email campaigns that actually work. The system has support SMS abilities. The operation is achieved by simple and convenient interfaces. They were design to be user-friendly.

Modules

The software was designed to make building and running your website even easier. Whether your organization is big or small the software can be easily added to your website.

The Package

The licensee to use **VIPlus™** includes:

- Web-based software
- User-friendly interface
- Professional support
- Product training
- Warranty certificate / one year
- Discount on future purchases

ATP-LOGIC