



Service: BPE Industry: Energy Engagement: Campaign Management Assessment and Recommendation

Amentra Assessment Services Increase Revenue and Optimizes Processes for Large Energy Company

AFTER AMENTRA

- Client has a clear understanding of its existing email campaign management processes
- Client has optimized its existing processes without purchasing an email campaign management system or services
- Client has a detailed evaluation of the industry leaders in the email campaign management sector
- Client understands the functional options for improving their current processes and increasing revenues through the use of an email campaign management system

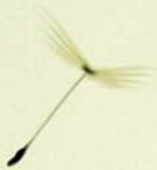
CLIENT OPTIMIZES EXISTING PROCESSES WITHOUT INVESTING IN NEW SYSTEM

BEFORE AMENTRA

A large energy company sends quarterly emails to its opt-in customers. Each email is hand-crafted and custom-coded. Many internal groups and consulting firms are needed just to send out a single email to its customers. The process is very inefficient and costly. Marketing is unable to easily perform ad-hoc campaign management or target marketing. The company is severely limited by its inability to quickly react to market demands and appropriately maintain and market to existing customers. Many standard revenue opportunities are not available.

EVOLUTION OF THE BUSINESS PROCESS

The large energy company has a very ineffective, inefficient and costly process for sending quarterly emails to its existing customer base. The company is looking to drastically improve its existing email campaign management process as well as understand its options for leveraging a third-party vendor or service. Amentra evaluated the existing process and made recommendations that immediately improved efficiency and lowered expenses. The company is now educated on the capabilities gained by moving to an email campaign management system and understands the true capabilities of each vendor.



APPLIED TECHNOLOGIES AND EXPERTISE

Amentra evaluated the company's current email campaign management processes and presented a detailed process breakdown to the customer. Amentra found many inefficiencies and made recommendations which immediately improved the process and lowered marketing expenses. Amentra utilized its expertise in the campaign management space to evaluate the industry-leading email campaign management vendors and categorized them by functional capabilities, overall solution quality, and price. Amentra made vendor recommendations based on the company's processes and specific requirements.

To find out how Amentra can help you please call 804.355.9360 or visit www.amentra.com

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