



Generating Sales Through Innovative & Attractive Campaign Offers

How CM Flex Give You the Power to Generate Sales?

- *Easily identify relevant customers for cross-sell or up-sell products and services*
- *Providing a single, consistent view of the customer across the enterprise*
- *Enabling management staff to see all communications, contact and interaction history across all channels*
- *Providing a consistent message, brand and experience to customers across all channels*
- *Enabling better understanding of customers for better acquisition & retention rates*
- *Reducing marketing costs by only targeting those customers with a propensity to buy*

Speakers

Sunny Lun - Senior Technical Consultant from Adobe Systems
Hubert Leung - Sales & Marketing Manager from ePro Systems

Presentation Agenda

- Issues of conventional campaign management
- Critical success factors for campaign planning and execution
- How Adobe LiveCycle product technology change the rule
- EPRO Integrated Campaign Management approach

Benefits for Participants

- Understand how to maximise the life time value of customers
- Understand the best practices of world class database marketing
- Understand benefits of integrated campaign management

Details:

Date: 5 June 2009

Time: 3:00pm - 5:00pm
(Registration starts at 2:45pm)

Venue:

Adobe Systems Hong Kong Ltd.
Suite 4102, The Lee Gardens,
33 Hysan Avenue,
Causeway Bay, Hong Kong

Register Now!

Who Should Attend?

Sales & Marketing Director/Manager,
CIO, IT Managers

About ePro

EPRO Systems Limited is a CMMi5 accessed information technology and software outsourcing service provider in Hong Kong and the Mainland China. We are a Hong Kong Stock Exchange listed company established in 1985 in Hong Kong, with solid experience and 10 offices in Mainland China. Our core businesses include software application development outsourcing and systems integration (SI)



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