



The Specialists in Customer Interaction and Data Management





dsb.net

dsb.net offers you the next generation of customer management services.

Backed by a specialist IT partner for magazine publishers and fulfilment bureaus, dsb.net delivers truly innovative subscription services and product marketing solutions. As a professional full service bureau, dsb.net satisfies the growing demand for a truly technology driven, customer-centric outsource partner to provide you with a modern platform for future profitability and growth.

Why now?

Tough economic times call for innovative solutions and administrative efficiency. Customers are more difficult to find, more expensive to acquire and more critical to retain. Never have subscribers been more valuable and the role of the 'fulfilment bureaus' been more important. Publishers are reliant on their fulfilment vendor to deliver progressive technology solutions and competitive advantage through strategic partnerships, innovative marketing tools and dynamic customer service initiatives. dsb.net gives UK publishers the opportunity to experience the results of IT excellence, web services flexibility and multi-channel customer interactions.



**INCREASE
RETENTION**

**REDUCE
OPERATING
COSTS**

**FULL MULTI-
CURRENCY**

YOUR PROBLEMS SOLVED.

**TRULY
SINGLE
CUSTOMER
VIEW**

**SEAMLESS
DATA TRANSFERS**

Your problems solved.

Improve your Marketing and Promotions

- Sophisticated **renewal and sales targeting**, including the ability to automatically consolidate reminders (eg. Xmas gifts), merge corporate bills and 'split' issue runs using demographic and other data.
- Content access models. Run linked, but not necessarily concurrent, print and online subscriptions eg. **time based** and issue based!
- Customise your campaign planning, budgeting and monitoring with our bespoke **Campaign Management** tool which allows you to plan, administer and carry out complex campaigns based on your data in our data warehouse.
- **Trigger marketing**. Automate promotions (eg. SMS, email, DM) based on customer initiated or system 'events'.
- International sales. **Full multi-currency** functionality, country specific and product specific tax system, renewals and bills in payment currency.
- **Online**. Web store functionality includes eBay plug-in, integrated SEO, PayPal, reviews and recommendations, Rights Management and much more!

Develop your Customer Journey

- Fully integrated 'Mail Order' and subscription processing ensures efficient customer management and consolidated customer communications. Contact Centre Agents have a **single customer view**, which enables effective up-selling and cross-selling.
- Multi-channel communications. dsb.net has invested in a unified interaction centre that manages SMS, email, voice, web-chat and call recording.
- Customer contact analysis. Structured 'Contact Class' logs allow you to accurately analyse customer contact history and trends.
- Demographics. Easily capture, store, report and use demographics to **improve target marketing**, research and customer services.

Benefit from Efficient Operations and Accurate Reporting

- Use email acknowledgements for offline orders – saving time, money and giving great service to your customers.
- Affiliates and agents are given a seamless, quality controlled, two-way and **fully audited system for uploading orders**. Whether from CTC, Jellyfish, iSubscribe or another source, your subscription data is loaded immediately and accurately – eliminating damaging and costly customer complaints.
- Commission payments to affiliates can be managed entirely within the dsb.net system.
- With approved online access to your subscription Bank Account, dsb.net will reconcile all your subscription payments.
- Marketing database refreshed every 24 hours, with Business Objects XI Client interface to provide user friendly reporting suites.

dsb.net Ltd is the UK branch of dsb AG,
Europe's leading specialist IT solutions
provider to media and mail order companies.

One software application – two great solutions:

1. Full service outsourcing

Experienced staff, strategic partnerships
and bespoke software deliver the next
generation of customer management
services.

- » Paid and controlled subscription
management
- » Integrated product sales
- » Client services with London office
- » Multi-channel customer services
- » Web hosting and transaction management
- » Printing and consolidated mailing
- » Campaign management
- » Data warehousing and reporting

2. dsb Software as a Service

For publishers and mail order clients that
want an in-house solution and the benefits
of dsb software – without the IT
overheads.

- » Lower investment costs
- » Added security
- » UK customer management support
- » Up-to-date software
- » Solution flexibility
- » Variable costs

**For further information, please contact:
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