



eMill

Case Study - May 2004

Bring value to your emailing campaigns

Created in 1984, Tech Data France is a subsidiary of Tech Data Corporation, the leading global provider of IT products, logistics management, and other value-added services. Ranked 111th on the FORTUNE 500, the company serves more than 90,000 technology resellers in the United States, Canada, Latin America, Europe and the Middle East. Tech Data sells more than 20,000 computer goods and has generated sales of \$17,4 billion in 2003.



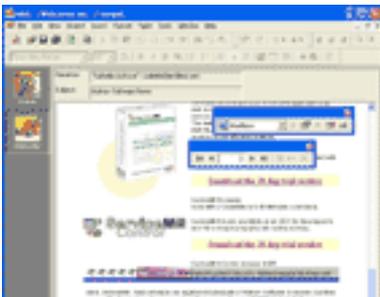
The email, a key factor for successful CRM

As a CRM Manager, the main objective of Sylvain Den is to manage and optimize the relationship between Tech Data and its customers. «The most reliable information we have about our customers is their email address. In order to be constantly in contact with them, I had to find the emailing software which allows me to be autonomous, reactive and to send highly customized emails. In short, a tool which associates a high technical level and ease of use» Choosing eMill appeared to be logical for three main reasons »:

«A TOOL WHICH ASSOCIATES A HIGH TECHNICAL LEVEL AND EASE OF USE (...) CHOOSING eMILL APPEARS TO BE LOGICAL»

1. The eMill HTML editor is very intuitive.

« Considering that my knowledge of content applications such as Dreamwaver or FrontPage is very low, I thought I would be limited in the creation of my messages. But, eMill is a real office tool which allows everybody to create dynamic and attractive contents.»



2. « Projects are dynamically managed.

I do not need to import, export and update my database. eMill is connected to it; therefore, I always work on the latest data.»

3. « eMill gives me the opportunity to send highly customized emails by inserting database fields or VBScript.»

Choose eMill to widen email use

By discovering eMill features, you realize that you can use email for very different activities:

■ *Customer relationship:* «Our customers are using credits to buy products. Each week, I have to warn 150 customers that their credit is too low. Thanks to eMill, I have created a customized message indicating their personal contact details, their account position, the products ordered ...These emails are simultaneously sent

to the accountants and sales people. Moreover, this process has been automated thanks to the eMill planning tool. Thus, I spend only 6 minutes per week to communicate the accounts to our customers, the accountants and sales people.»

■ *Internal communication:* «We have made the choice that we should communicate with the employees as well as with our customers. Indeed, why should I customize my message to customers and not to employees? By using eMill, sales people receive the information they need: sales amount, objectives, results...»

■ *Other communication activities:* Many tasks are made easier by choosing eMill. I use it for new activities everyday. For example, I send satisfaction survey results to all concerned people (employees, clients...), or make regular announcements for special events organised by Tech Data (dinner, seminars, trade fairs...).

Huge benefits on daily work

According to Sylvain Den, the impact of eMill is really positive and is emphasized in his daily work. Indeed, eMill allows him:

■ *To react faster:* «During last year's flood, deliveries were stopped in numerous cities. Thanks to eMill, I prepared my emailing in 30 minutes and all my customers were warned in the first hours of the morning.»

■ *To gain in quality and efficiency:* «Now that I can create dynamic and attractive contents, I use email for new activities and I reach a response rate of 35%.»

«With all these benefits, I believe that eMill is profitable as soon as a company sends email to more than 15 people...»

To participate in an eMill case study promotion, please contact us at: gregory@activeplus.com

