



News Letter Application Solution



SQL Notification Services - Case Study

The Summary

Client wants to continue with its idea of email marketing and hence wants to develop a robust and stable newsletter application, which will form a part of its strong Customer Relationship Management strategy. The solution enabled client to perform various functionalities like sending bulk mails that are personalized, interactive, targeted and most importantly is an inexpensive way of marketing. The Newsletters could be sent to all the registered members who have subscribed for it. A user will be able to subscribe to the newsletter at the time of registration and can also do the same during editing his/her profile and preferences.

AG Technologies provided a comprehensive Newsletter application that helped client to evaluate the success of its campaigns and provide more relevant information to the end user.

The Client

The client is a leading player in the airline industry. The client is the biggest success story and is one of the fastest growing airlines in the world. The client is known for its innovation and has been receiving awards for its services consistently.

The Business Requirement

The Client has initiated its email marketing project to increase its reach and to inform the customers about its new service offerings. To take this task to the next step they want to develop a robust and stable newsletter application, which will form a part of its strong Customer Relationship Management strategy. They expected solution that would facilitate them to perform various functionalities like sending bulk mails that are personalized, interactive, targeted and most importantly is an inexpensive way of marketing.

Project Summary

Industry: Airlines

Client Profile: One of the largest private airlines of the country

Business Requirements:

Client wants to develop a robust and stable newsletter application, which will form a part of its strong Customer Relationship Management strategy.

Solutions:

Developed a Newsletter Application that enabled client to perform various activities like sending bulk mails that are personalized, interactive, targeted and an inexpensive way of marketing



AG Technologies

The Solution

The Newsletter application developed follows the below mentioned steps for the creation and delivery of the newsletters:

- The customer subscribes to the newsletter.
- The admin lays down the business rules, creates a campaign using Oracle discoverer. Based on the business rules, the system identifies the customers who should receive the newsletter.
- The records selected for the delivery of the newsletter are reflected on the portal database.
- The maker creates the newsletter by entering the content into the selected newsletter template.
- The admin decides on the level of personalization to be applied on the newsletter. The personalization can be done on a defined set of attributes of the user profile.
- The newsletter is approved/rejected by the checker.
- The date and time for the delivery of the newsletter is specified.
- The system runs the scheduled process and sends the newsletter to the targeted users.
- Various reports are generated based on the entire mailing activity.

Technology and Tools:

The solution was built using the following technologies:

- Operating System – Microsoft Windows Server 2003
- Framework - Microsoft .Net Framework (ASP.NET, C#) Microsoft Content Management Server 2002 Microsoft Commerce Server 2002
- Database - Microsoft SQL Server 2000
- 3rd Party integration - CRIS

The Solution Benefit

The Newsletter Tool acted as a very important tool for the Clients marketing team by sending its offers and promotions instantly to its customers:

- Improved customer relationship management, personalized and targeted campaigns, delivery of the most recent information to the audience on various product updates, offers and promotions.
- The application also provides critical data to the Client in the form of reports that will in turn help them to evaluate the success of its campaigns and provide more relevant information to the end user.

Solutions Benefits:

- Improved customer relationship management
- Personalized and targeted campaigns
- Delivery of the most recent information to the audience on various product updates, offers and promotions.
- Reports to evaluate the success of Newsletter marketing campaigns
- Inexpensive way of Marketing.