



SOFTWAREUNLIMITED

Our case studies highlight how Information Technology (IT) can be used to enhance your competitive position through reduced costs, improved operational efficiencies and higher levels of customer service.

Case Study: Mass Mailings

IT solutions reduce mass mailing postage costs while improving delivery time to client.

Client Situation

A company has a base of over 5,000 clients that need to be contacted and updated on a monthly basis.

Client Problem

With the old system, mailings and broadcast faxes are costly and time-consuming. Communications with the clients is slow and expensive.

SoftwareUnlimited Solution

Using our Integrate IT service, SoftwareUnlimited installs an automated response system to send an electronic brochure of information to interested prospects. An electronic newsletter is developed and enhances communication with clients and prospects. An upgraded E-mail system with enhanced communication features eliminates unnecessary mailings and updates clients immediately.

Client Benefit

Revenue is up 10% due to increased communication with clients and prospects. Postage costs are cut by 90% and what used to take days can now be done in a matter of minutes. Customer service is increased through the new electronic newsletter and automated information system.

Contact us to find out how we can help you increase your productivity, efficiency and profitability.