



Experienced Consultants | Custom Software | Proven Results

Success Story #31

“Business Solutions has a deep knowledge of the direct marketing/mail industry and always produce innovative projects within budget.”

- Director of IT

Client

National Direct Marketing Firm

Problem

Business Solutions was hired to produce a scalable system that would take care of all the customer communication needs of a major brick n mortar retailer with a growing internet presence. The system had to be able to deliver timely custom formatted communications seamlessly via email or direct mail. It also had to be robust enough to handle the volume of tens of thousands of communications per day. The other challenge presented was that the system had to be accessible over a secure web for non-technical marketing people to administer the custom communications and monitor the progress and throughput.

Solution

The client turned to Business Solutions to put together a design that would meet their customer's needs. The design that was ultimately built was based on a SQL Server database with an ASP.NET front end. A user friendly WYSIWYG interface for building the custom communications allowed the most basic user the capability to build customized email correspondence. Automating the order and shipping confirmations along with adding customized marketing emails allowing the customer to reduce communications costs while decreasing response time and adding another communication channel to the marketing mix that is extremely nimble.

Technology Applied

ASP.NET, XML, Microsoft SQL Server

