



CRM and Marketing

Maxim has built in CRM functionality, providing the tools so that you can gain a greater insight into your customers: how and when they book, how often and when they visit, to what their interests are, is all vital information for your organisation.

Maxim automatically monitors and records customers' behaviour. It then provides the tools to analyse this information, so that target marketing can be delivered.

Maxim's CRM allows you to segment your audience based upon your criteria. This provides you with the tools to produce effective communication with your customers, saving your organisation time and money, as well as increasing repeat visits.



Key Features and Benefits

- CRM functionality is integrated within Maxim to manage and build relationships with customers and clients
- Mail-outs based upon filterable criteria: customer segmentation, date visited and activity purchased
- Access rights are tightly controlled to help maintain data security
- Data protection, opt in/out permission rights fully complied with
- Tracking of all inbound and outbound correspondence
- Flexibility to record extra customer data to build customer/client profiles
- Flexible reporting provides the essential management data required by the various departments within the organisation
- Offer individual and multiple item discounts to customers, as well as basket level discounts, with full auditing and reporting
- Improve customer loyalty and feedback
- User interface to easily manage the transfer of customer data to external CRM systems, if this is the attraction's preferred route for CRM and marketing



Segmenting Data for Marketing

The ability to organise mail-outs to customers, including schools and groups, which are based upon tightly filtered criteria and which target specific visitor demographics, is an integral part of Maxim.

Whenever a customer that has been sent a mail-shot makes an enquiry or a booking the relevant campaign, reference(s) appears on the user's screen. This prompts entry of data that will provide essential information on the success of each mailing campaign.

Full client history, responses and buying patterns are reported within the CRM package.

Promotions

An integral part of Maxim is the acceptance of promotions.

These can be in the form of printed material, which can be presented at the front desk, or voucher codes which are used to reduce the booking price on-line. The redemption of promotions is fully audited and reported, showing take-up rates of promotions and their cost.

Promotions can either be a generic code which is designed to be passed around for maximum usage or individual codes which can only be used once by the specific recipient.

Recording of Demographic Data

Recording further information about an individual or group is essential in ensuring a high-quality visitor experience and for reporting of demographics.

Recording fields are fully user-defined and often include; special needs, age groups, key stages, nationalities and client interests.

Demographic data is vital, as it can be used as search criteria for reports and mailings. This enables the organisation to target specific segments of its customer base.

Google Tag Manager

MaximWeb incorporates codes for Google Tag Manager (GTM).

This allows the attraction to view full details of the transaction journey including basket items purchased. GTM enables our attractions to view dropout rates and upsell successes and adjust their offer accordingly.