



PS.CallCenter

Manage ad campaigns professionally

Design, planning, execution and post-processing of ad campaigns directly from your publishing system



Planning in the ERP system

You set up your campaign with your publishing ERP system, select the target groups, collectives and customers and send e-mails easily with a click.

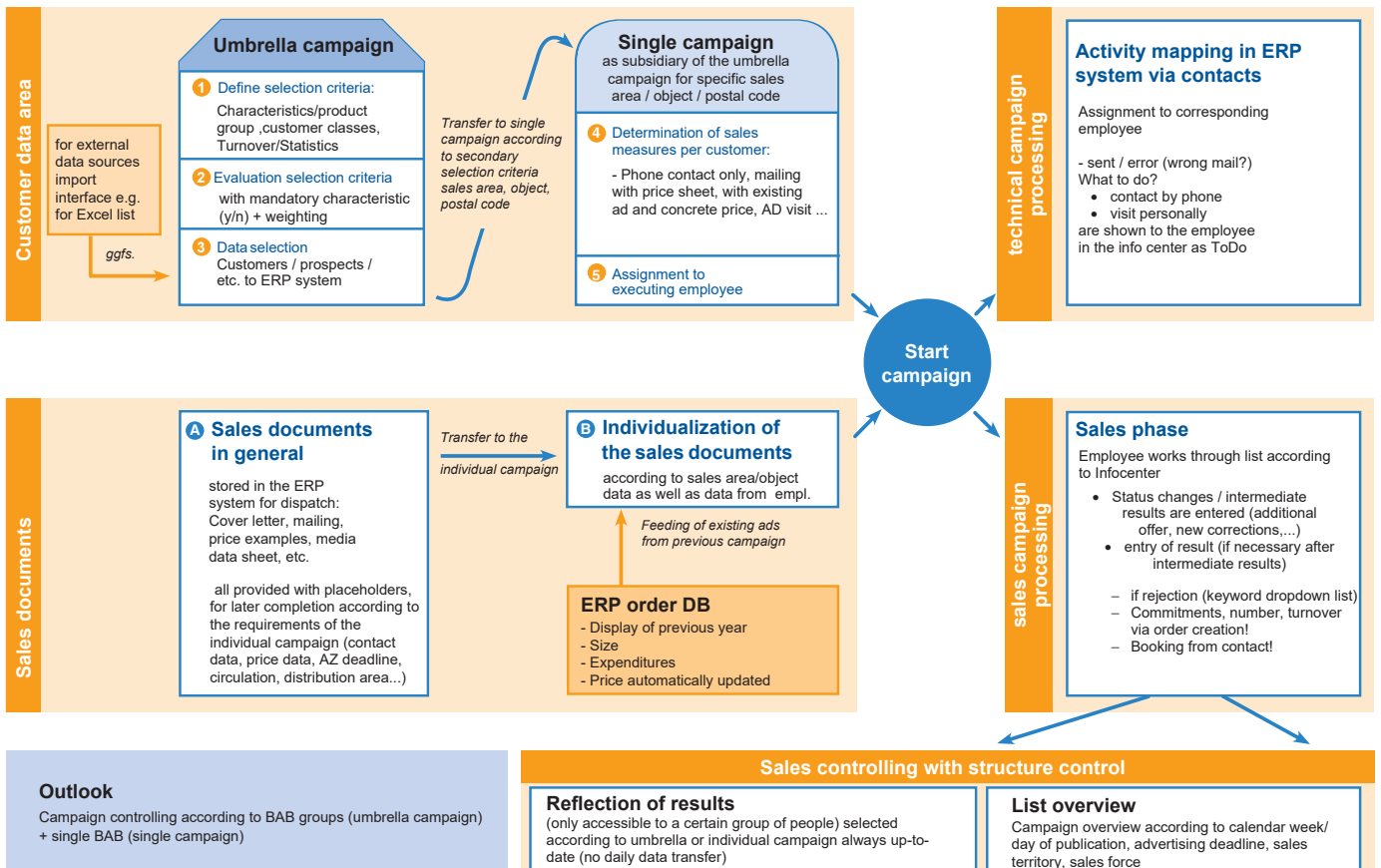
Data handling and transfer through PS.CallCenter - dispatch through Inxmail®.

Inxmail® you manage your e-mail templates. These are individualized by the transferred data and sent with the usual Inxmail® convenience - including return handling (OptOut, bounce rate, churn rate, etc.).

Simple post-processing - intuitive interface

Your employees will find comprehensive campaign information in the intuitive PS.CallCenter interface. Automatically generated call lists simplify the processing of customer calls with follow-ups, appointments, etc.

PS.CallCenter as integrated campaign assistant in the overview:



Perfect integration into your system environment from HUP and Inxmail®.

The screenshot shows a user interface for managing campaigns and customer data. On the left, a list of campaigns is displayed, grouped by month (April, Mai, Juli, Septemb, Oktober). Each entry includes a logo, a title, a date, and a status. A hand icon is shown dragging a campaign entry from the 'Septemb' group to the 'Juli' group. On the right, a customer profile for 'MAX MUSTERMANN' is shown, including contact information, address, and financial data. A green arrow icon is visible next to the 'OFFEN' status of the campaign being dragged.

Image subtitle: Intuitive operation via drag & drop in the browser.

Campaigns are simple - that's right! With PS.CallCenter

Campaigns are simple - that's right! With PS.CallCenter As a modern portal solution from HUP, PS.Call-Center supports ad management and ad sales staff in the execution of ad campaigns. Thanks to the perfect linking of the HUP and Inxmail® systems involved, all information remains transparent and available for processing. and available for processing. Whether it is the customer's matching ad motifs that are to be sent along, or whether these motifs and the price calculation are only to be displayed as information in PS.CallCenter for the salesperson - you decide.

Whenever and from wherever you want - with PS.Call-Center you are successful everywhere.

Especially in home office times, the technology and location-independent approach of HUP Portal Solutions is more important and up-to-date than ever for your business success.

Keep it simple: PS.CallCenter's browser-based interface makes it easy for your sales staff to work from wherever they want.

All your colleagues need is Internet access, browser, tablet, Mac or PC! So they work focused on the terrace, in the pool or in the office. You decide that, too.

„Ease of use is crucial“

Arno Nix, Managing Director and Head of Development HUP

... on development in a customer scramble

„We developed PS.CallCenter together with customers in one of our customer scrambles. Due to the open approach, an unindividual development project has become a new portal solution that can be used across customers. In addition to the desired functionalities, we placed particular emphasis on ease of use - a relevant issue, as experience has shown that user acceptance suffers otherwise.“

... on the use of PS.CallCenter in practice

„The first so-called rollout is currently underway and we already have the first feedbacks, which we will now also implement directly in the further development for the next versions of PS.CallCenter as part of the customer scrum. Of course, as with all new developments, there were still one or two bugs, but that's what you're used to after so many years of software development.“

... on further development

„As is usually the case, hunger comes with food. Of course, users already want more features, which we will then address in the next steps. This is an ongoing process.“





HUP

Am Alten Bahnhof 4 B
38122 Braunschweig
Tel.: +49 531 281 810
E-Mail: info@hup.de

Subsidiaries

Berlin, Coswig,
Leipzig, Mainz

www.hup.de