



Company Profile





Overview

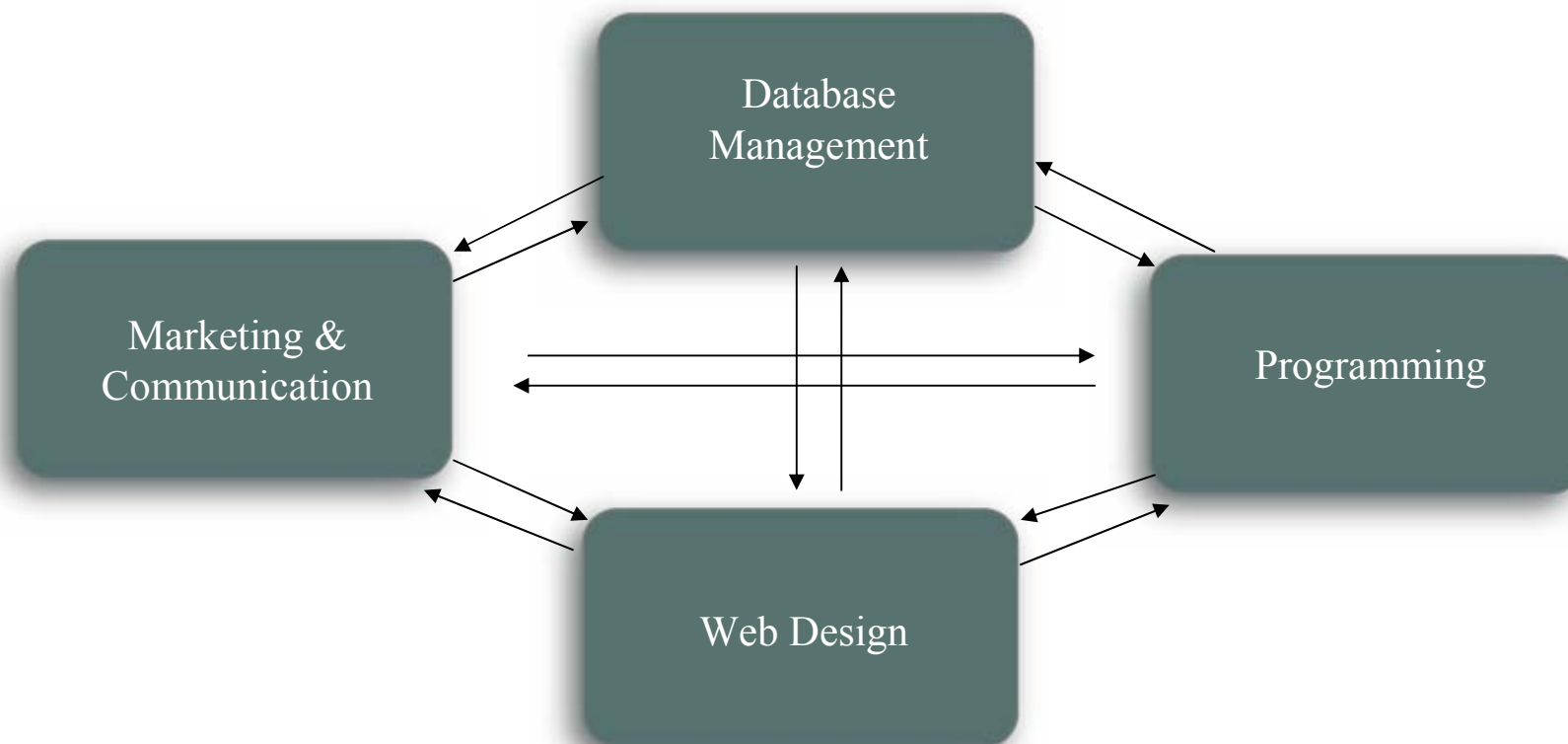
ECRM Italia è il business partner esperto in strategie e tecnologie innovative per la creazione, sviluppo e gestione di profittevoli relazioni con i clienti.

ECRM Italia è parte di un Gruppo guidato da ECRM Holding Srl che comprende ECRM Europe, unità produttiva IT fondata nel 2005 in Romania.

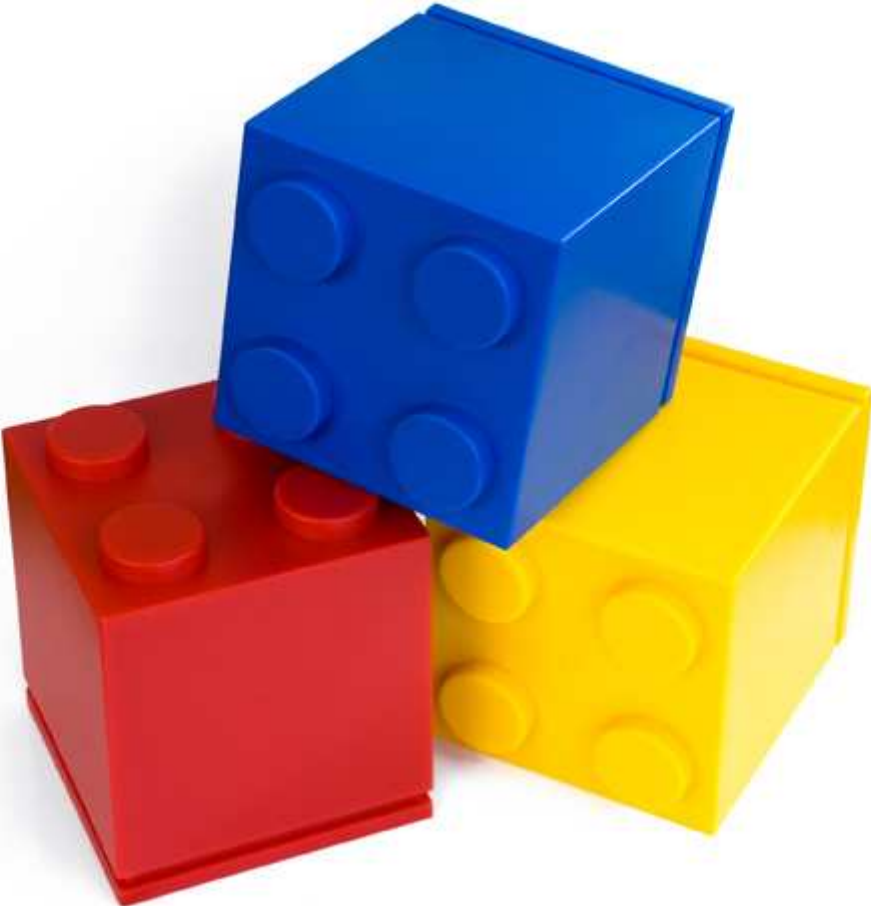


Un approccio vincente

L'integrazione di più competenze del nostro Team crea un approccio vincente, unico nel mercato.



Business Units





Business Units

Conduciamo il nostro business attraverso 4 business units:

- **Retail & Loyalty Marketing:** loyalty card programs, data analysis, direct marketing campaign management, reporting management, servizi complementari (data entry, card printing, fulfilment)
- **Web & Relationship Marketing:** website development, web community management, campagne email/SMS, online adv tools development, SEM & web marketing
- **Customer knowledge management:** OLAP analysis, data mining, on-line surveys, business intelligence tools development
- **IT Solutions:** piattaforme on demand web/windows based, customised CRM solutions

Retail & Loyalty Marketing





Retail & Loyalty Marketing

ECRM Italia è il partner ideale del retail esperto nella costruzione di Customer Loyalty Programs: sviluppa soluzioni applicabili a qualsiasi realtà distributiva (monomarca, catene di franchising, multimarca, "corner shop") con qualsiasi software o sistema casse.

1. Studio di fattibilità (obiettivi, costi e profittabilità)
2. Assessment della Piattaforma IT (sistema casse)
3. Studio del flusso dei dati
4. Sviluppo contenuti del Programma e materiali P.O. P.
5. Sviluppo Datamart per data collection
6. Data analysis e studio del comportamento del Cliente
7. Customer Interaction (mail, sms, papermail)
8. Analisi Redemption e calcolo del ROI
9. Coordinamento dei fornitori come UNICO INTERLOCUTORE per l'azienda

Web & Relationship Marketing





Web & Relationship Marketing

La nostra Unique Selling Proposition:

- **Strategia + Tecnologia:** competenze strategiche e di comunicazione in combinazione la programmazione più evoluta
- **Creatività:** "State of the art" art direction attraverso un network di professionisti free lance coordinato da un reparto creativo interno
- **Relationship Marketing:** Customer club & Community management
- **Web integration** di tutti i processi aziendali
- **SEM & web marketing:** campagne di indicizzazione sui motori di ricerca
- **Multicanalità:** Integrazione multicanale con papermail, direct marketing partners, Magazine Content providers

Customer Knowledge Management





Customer Knowledge Management

La nostra Metodologia:

- Riconoscere e sviluppare il potenziale valore di marketing delle informazioni e dei dati, in accordo con gli obiettivi aziendali
- Rendere le informazioni più rilevanti immediatamente accessibili, attraverso strumenti di reporting (web platforms)
- Attivare azioni rapide, dirette, misurabili e fondate sui risultati
- Garantire continuità nella misurazione e nel controllo della redemption
- Data Analysis
- Reporting System
- Day-by-day Management and Maintenance

ECRM ITALIA si avvale di un network di primari consulenti provenienti dal mondo accademico (Università Bocconi)

IT Solutions





IT Solution

Piattaforme On demand: (web based; client/server)

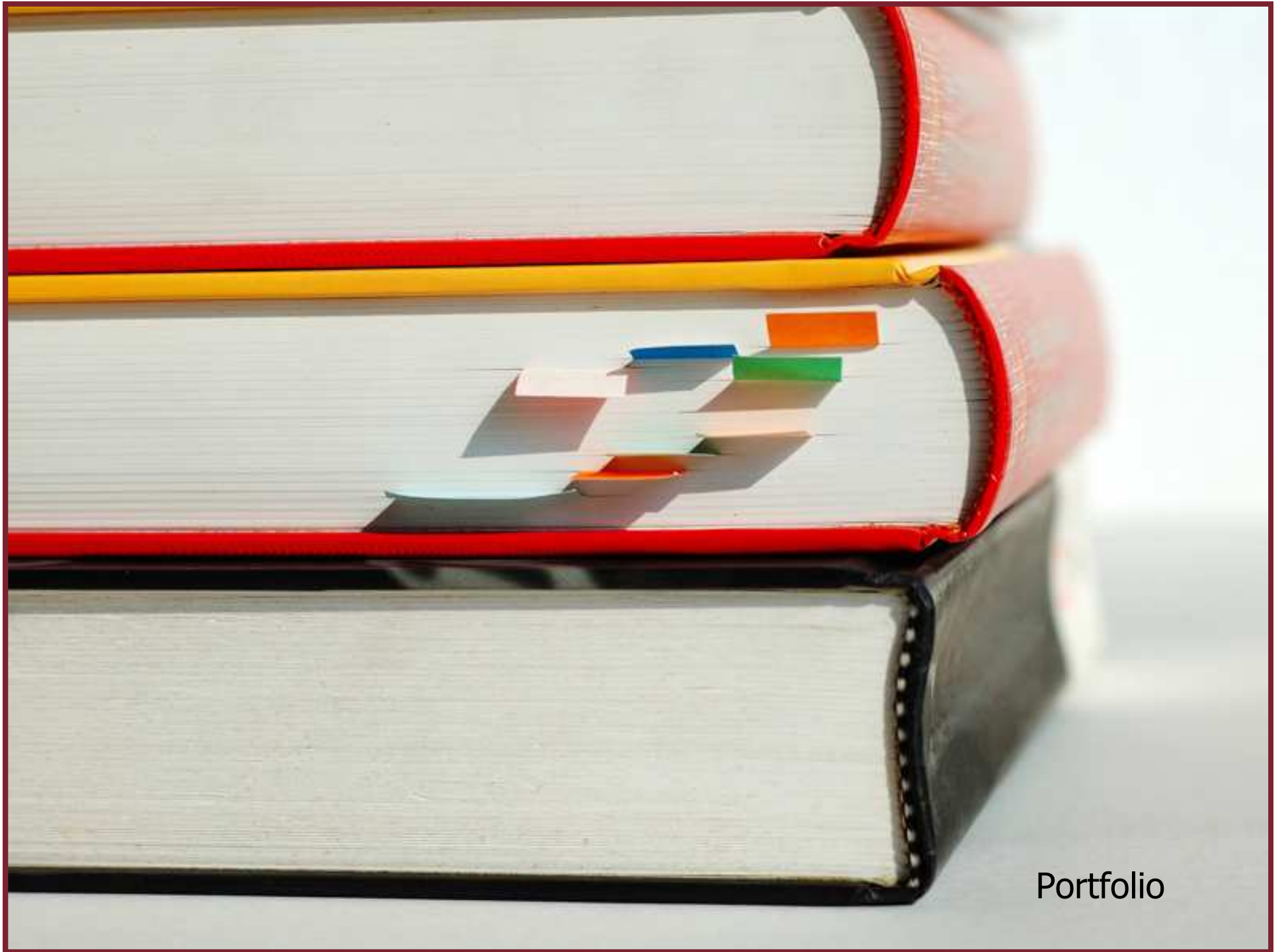
- Content Management System
- Business Intelligence (Reporting Platform, Customer Interaction Platforms, Customer Insight)
- Enterprise Solutions (Backoffice for data-flow management and Loyalty card management, Salesforce Automation, Budgeting, CV Management).
- Software Products
- Systems Integration Consultancy



IT Solution

Piattaforme On demand: (web based; client/server)

- Microsoft .NET Framework
- AJAX / ASP.NET AJAX
- Microsoft SQL Server 2005, Oracle, MySQL
- Microsoft Analysis Services
- Microsoft Reporting Services



Portfolio








Portfolio

ECRM Italia opera principalmente nel mercato italiano con clienti multinazionali e sta attualmente gestendo un grande progetto pan-europeo su 5 Paesi.

I Principali Clienti:








Name	Industry	Description	Activity
	Retail	Domestic Hypermarket chainstore More than 50 POS mainly located in the Northern Area	<ul style="list-style-type: none"> • Website management • IT on demand solution development
	Retail	Domestic optical chain store. More than 200 POS all over the country. Over 200,000 cards issued.	<ul style="list-style-type: none"> • Website management • Loyalty card management • Loyalty campaign management (email + SMS) • Data analysis • IT on demand solution development
	Retail	Domestic shoe manufacturer & franchisor. Listed at the Milano Stock Exchange. More than 250 POS all over the country. Over 100,000 cards issued.	<ul style="list-style-type: none"> • Loyalty card management • Loyalty campaign management (papermail + email + SMS) • Data analysis • IT on demand solution development
	Retail	French perfumery chain store. Over 100,000 cards issued.	<ul style="list-style-type: none"> • Loyalty card management • Loyalty campaign management (papermail + email + SMS) • Data analysis • IT on demand solution development
	Fitness	English Fitness Center chain. More than 15 clubs in Italy and over 100 clubs in Europe Over 500,000 members in Europe	<ul style="list-style-type: none"> • IT on demand solution development • CRM platform for customer retention Management (international roll-out)

Name	Industry	Description	Activity
PHILIPS	Manufacturer	Dutch consumer electronic manufacturer in 3 areas: Lighting Division - C.E. Division – Domestic - Appliance Product Division	<ul style="list-style-type: none"> • Website management (community management) • IT on demand solution development (CRM sales-force automation platform) • Loyalty campaign management (email, esurvey)
MONT BLANC	Retail	German luxury product manufacturer	<ul style="list-style-type: none"> • Loyalty campaign management (papermail) • Data analysis • IT on demand solution development
RCS Pubblicità	Media	Domestic Media group Playradio is the national network radio of the RCS group	<ul style="list-style-type: none"> • Loyalty campaign management (community management; email delivery) • Data analysis • IT on demand solution development
Dior	Manufacturer	Dior cosmetic brand	<ul style="list-style-type: none"> • Website management (community management) • Loyalty campaign management (esurvey, paper mail)
COTY	Manufacturer	Rimmel cosmetic brand	<ul style="list-style-type: none"> • Website management (community management) • Loyalty campaign management (esurvey, paper mail)



Portfolio

Name	Industry	Description	Activity
 Fine Jewelry	Manufacturer	Salvini jewels brand	<ul style="list-style-type: none"> • Website management • Loyalty campaign management (esurvey, email)
	Manufacturer	Chemical product manufacturer	<ul style="list-style-type: none"> • Loyalty card management • Data analysis • IT on demand solution development
	Financial	Insurance company group More than 4 million customers over the country	<ul style="list-style-type: none"> • Website management (community management) • IT on demand solution development (CRM sale sforce automation platform) • Loyalty campaign management (email, esurvey)
	Travel	Domestic tour operator Listed at the Milano Stock Exchange	<ul style="list-style-type: none"> • IT on demand solution development
	Media	SKY TV	<ul style="list-style-type: none"> • IT on demand solution development (Content Management System development for a media portal)



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