



Marketing



Monitoring, recording, understanding and reporting on customer activity are essential requirements for attractions focussed on growing their client base and gaining additional and repeat visits.

Maxim's Prospector module allows for the recording, tracking and targeting of clients using details gathered during their entry, booking and interaction with the attraction.

A suite of configurable and exportable reports provides the essential management data required by the various departments within the organisation.

Customer Relationship Management

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

Maxim facilitates mail-out by post, fax, e-mail and SMS, supporting all the latest forms of communication.

Beyond the mail-out, customer response is automatically recorded. Whenever a customer who has been sent a mail-shot makes an enquiry or booking the relevant campaign reference(s) appear on the operator's screen, prompting entry of data that will provide essential information on the success of each of mailing campaign.

Promotions

An integral part of the Maxim system is the acceptance of promotions. These can be in the form of printed material from, say, a newspaper and given in at the front desk to reduce the price of admission, or allow in one person for each full-paying adult. The redemption of promotions is fully audited and reported, showing take-up rates of promotions, and their cost.

Recording of demographic data

Recording further information about an individual or group is essential in ensuring a high-quality visit and for reporting of demographics. Recording fields are fully user-defined and often include; special needs, age-group, nationality, and client interests.

Demographic data may then be used as search criteria for reports and mailings, enable the organisation to target specific segments of its customer base.

Donations

The Maxim system not only deals fully with Gift Aid, but offers options to accept, log and track direct donations. A dedicated Donations report details all customers who have given Gift-Aid, and the relevant values

Donations can optionally be Gift Aided as well, to increase revenue even further.