

Account Management Service: Delivering the best results for you

Matrix-Action™ is dedicated to delivering the best results to you, and to providing the highest level of service. We continually review and refine our processes to ensure that you get the best possible channel for business critical and marketing communication. If you choose to outsource your intelligence-driven projects to us you will be assigned a dedicated Account Manager.

Objective

We ensure that every project is delivered to your exacting specifications, on budget and on time. **Matrix-Action™** serves as a gateway to our varied suite of products and services, and your account manager is responsible for pulling the various elements together, from start to finish, giving you the ideal cost-effective solution for your requirements.

Service

Your account manager will deal with all of your enquiries and ensure that you are kept fully aware of your project's progress. He or she will also liaise with your other suppliers, to ensure that every project Matrix-Data handles on your behalf is executed as effortlessly as possible.

The account manager will provide a complete end-to-end communication service. He or she is instrumental in each step of the process from counsel on selection of data sets, to identifying areas of outsourced support and development.

The bulk of our clients operate within the Financial Services sector, so we continue to keep up-to-date with FSA (Financial Services Authority) regulations. This means we are as confident of implementing TCF (Treating Customers Fairly) and Statutory (regulatory) mailings, as we are discussing more straightforward on or offline marketing campaigns.

Campaign Management

Even with the most traditional form of direct marketing, customers now expect the information to be relevant to them. With the increasing range of digital channels it has become more challenging to capture the right audience with the right message. Our account managers will help you to deliver the best possible campaign and will support you on every level.

Statutory Mailings

Matrix-Action™ carries out statutory mailings for a number of our clients. Among many other regulatory obligations from FSA, financial organisations must inform their customers of specific activity that may affect their investment. Separately, they must inform them of their investment status through the issue of account statements.

It is critical for financial firms to comply with these guidelines as failing to do so will result in a regulatory breach, which they must report to the FSA. The FSA then determines whether or not the company has to pay a fine based on the extent of the breach and the systems and measures that the company put in place to avoid breaches.

Results and Analysis

We will work closely with you to develop an individual project plan to meet each your specific requirements. Our investment in the latest technology enables us to perform detailed analysis for each campaign showing real return on investment and allowing for constant improvement from the insight gained, utilising powerful analytical software from our **Matrix-Clarity™** product range.

CAMPAIGN MANAGEMENT

Matrix-Data Solutions has over 20 years experience in managing on and offline marketing campaigns in the financial sector, including a number of on-going complex regulatory and statement campaigns, and can assist in the following aspects of any campaign or marketing requirements:

- Planning
- Targeting
- Account Management
- Project & Campaign Management
- Web design/hosting
- Email set up and dispatch
- Online campaign management tools
- Digital Marketing Platforms
- Print
- Personalisation/Lasering
- Fulfillment
- Response Handling and Analysis