

Marketing Solutions

SAIGE Solutions, Inc. (SAIGE) provides end-to-end business solutions based on the application of proven, repeatable, and leading business process and information systems design methods, techniques, and tools. This approach is reflective of open communication and collaboration with SAIGE clients, interviews with key client staff, and an experienced consulting team knowledgeable in the application of technology to business process improvement.

Solutions

SAIGE offers six types of business solutions to assist clients in achieving their strategic business goals:

- Business Process Management
- **Marketing Solutions**
- Web-based Solutions
- Data Management Solutions
- Technical Integration Services
- Industry Solutions

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Business Challenges

For many companies, in today's highly competitive environment it is a continuous challenge to find ways to create enduring and profitable customers while responding to ever evolving customer demands. Effectively identifying, tracking, and managing profitable customers coupled with the need to build loyalty and long-term relationships becomes increasingly important. Information collected from various channels and customer touch-points certainly assists in these processes, but may prove to be overwhelming and confusing.

Solutions Overview

SAIGE's marketing solutions provide clients with the foundation for "end-to-end" strategies aimed at increasing overall efficiencies and effectiveness. The goal is to improve the customer experience by building meaningful relationships and rewarding customer loyalty. SAIGE provides methodologies to support tools and technologies that convert customer data into customer knowledge, giving marketing the intelligence to measure customer profitability and ROI (Return on Investment).

SAIGE's marketing solutions support successful CRM (Customer Relationship Management) implementations by establishing key marketing metrics to measure business impact and ROI across multiple channels and touch points. Using organizational knowledge also lowers redundancies and costs, thus improving business practices. SAIGE collaborates with clients to build an enterprise-wide, customer-centric culture through consistent and integrated communications, effective marketing automation, and unified interactions across all customer touch points.

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