



## Newsletter February, 2008



### Challenges and Strategies for 2008

2008 will continue to challenge the financial service industry. Margin pressure will continue, low cost deposits will be difficult to acquire, and increased customer expectations for FREE services translate into little increase in fee income. Due to these factors, budgets are tight, and your ability to get results from existing software tools is crucial. We can help!

Wouldn't it be great to have a crystal ball that could look into the future? That way, you would always know how to stay ahead of the competition! Since no one we know sells crystal balls these days, you should take advantage of the next best thing...MarketTrax and CallTrax! Remember, you have partnered with **Marquis** for a reason! Let us help you with strategies that allow you to keep your competitive edge.

### How to stay ahead of the curve?

#### ✗ Have a Plan

Having a focus is half the battle! Try not to tackle too many items at the same time. Find out your institution's main focus and use it to develop your plan of action. MarketTrax can provide a wealth of information to back up your case, past trends, and proof that you are making a difference.

#### ✗ How do I get more Low Cost Deposits?

Segmentation! Identify the segments that have the greatest opportunity and profit. Develop targeted offers to these groups; create look-a-like profiles for profitable households, and GET MORE OF THEM! Use appended demographics, P\$ycle data, or Next Product to help you in this analysis.

#### ✗ Tackling Customer Retention and Loyalty

Did you know that a 1% increase in retention can increase your bottom-line by 17%? Build a wall around your best customers. Sentry Reports can help identify potential servicing issues not just monthly but DAILY! By calling and resolving those issues in a timely fashion you can retain the relationship and create loyalty.

### ✕ Track it and get results!

So much time is spent on the development and implementation of projects; we tend to fall short when it comes to tracking the results. This step is the most critical since it is how we measure if a project was successful or not. MarketTrax's campaign management feature doesn't only have to be used for sending out mailings and tracking the results. It can be used simply for flagging household segments to watch their behaviors over time.

### ✕ Consulting Corner

Did you have a New Year's resolution to get more from your MarketTrax system? If there are obstacles standing in your way, let us help you work through them. Whether it is managing your updates, customizing your profit or reviewing your data for optimum implementation - you have a resource. For further information call either Sherre or Carla at 800-365-4274 or email them at [mconsulting@gomarquis.com](mailto:mconsulting@gomarquis.com)

### ✕ Training Corner

Marquis is here to help you elevate your usage and knowledge of MarketTrax. Go to the "Events" section of our website at [www.gomarquis.com](http://www.gomarquis.com) to download a 2008 training schedule, upcoming webinar sessions, e-College events, and information on the upcoming National Conference on Marketing in Las Vegas.

Our Support Team, GoMarquis Team, and Consulting Team can help you with basic concepts as well as detailed projects. We are in the business to help you succeed, even in times like 2008! You can call us at 800-365-4274 for any questions you may have.

To a great and successful 2008!

Sincerely,

**MARQUIS**