



Busy sending routine emails manually? Stop!

Quick Guide to Automated Emails

Introduction

In this guide you'll find out how to save time and reduce errors by sending common emails automatically using bespoke software.

In this guide you will find out how:

- Huge amounts of time can be saved by sending emails completely automatically without lifting a finger.
- Content of your emails can be customised way beyond what a typical mail-merge or bulk email system can offer.
- Emails can be send individually at the right time in accordance with your business processes.

Use information you already have

If you have a CRM (Customer Relationship Management) system, accounting system or any system that contains useful information, then bespoke software can be used to to automate your emails without you having to do anything extra.

Sent at the right time

Information in your existing systems can be used to send emails individually according to specific schedules or events, such as chasing payments at specific intervals based on when payment is due.

Complete and accurate content

Bespoke software can go way beyond a simple mail-merge or data-merge. Even if the personalised information is includes tables, statements, graphs, pictures and attachments, bespoke software can be used to create that content automatically.

How we can help

We have considerable experience at building bespoke systems and we can help you:

- Identify emails that would benefit from automation.
- Fill gaps in your existing systems to help automation.
- Design and implement attractive and complete automatic emails.
- Support and manage any system that we build.