



# Deutsche Post AG

**Deutsche Post has intensified sales of their software products with live demonstrations via the Internet. This has been achieved by using the Netviewer desktop sharing tool. Now, at one mouse click, interested parties can see for themselves how much is on offer from programs such as "Mailing-Manager" offered by Deutsche Post for implementing addressed direct marketing campaigns. It is also possible to investigate and process error messages on the customers' screen in real time.**

## ::: The task at hand

With "Mailing-Manager", "Infopost-Manager" and "Prospektservice", Deutsche Post has developed a range of products that supports direct marketing campaigns at every stage, from planning direct mailings, a proven system of address management and postage optimisation, to preparing infopost for dispatch, and right through to recording responses. In order to address directly as many new customers as possible and interest them in their products, Deutsche Post was looking for sales and marketing opportunities that render complex test installations at the customer's site superfluous. At the same time, support via the hotline was to be accelerated and improved.

## ::: The solution

Extensive Internet research led Deutsche Post to the Netviewer software solution with which it is possible to demonstrate and explain program functions in real time via the Internet. Netviewer's simple operator guidance and speedy readiness for use convinced those at the top.

Its introduction at the group's head office in Bonn, therefore, took up less than a day. In no time at all the support team had familiarised themselves with the new application and put it through its paces with various test runs, whereupon Netviewer was brought online for the first time on 22.01.2004.

Today the Netviewer solution provides the immediate link between direct marketing programs such as "Mailing-Manager" and potential customers. Interested parties enter their contact data and scheduling requirements into an online form on Deutsche Post's homepage and are called back at the time they have requested to agree a time for an individual online presentation.

**Deutsche Post** 

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Deutsche Post World Net is one of the world's biggest, highest performing logistics providers. With its Deutsche Post, DHL and Postbank brands, the group offers its customers a global mail, express and logistics service plus a wide range of financial services. About 380,000 members of staff achieved a worldwide turnover of more than EUR 40 billion in the year 2003. When it comes to sending out advertising material, Deutsche Post offers a whole host of different solutions, including software programs such as "Mailing-Manager", "Infopost-Manager" and "Prospektservice". Further information on the subject of direct marketing through Deutsche Post is available at [www.direktmarketing.de](http://www.direktmarketing.de).

## ::: Customer quotation

"With Netviewer we have a truly practical way to fire interested new customers with enthusiasm for our software programs from the first second onwards. By this means we have created a forward-looking opportunity to continuously increase our closed deals percentage."

Norbert Marthen, Product Manager,  
Software & Internet Direct Marketing for  
Deutsche Post AG.

