

LIST DATA

IOMA

Customer Relationship Management

COUNT—6,229
TELEMARKETING—4,607
EMAIL—4,400

IOMA'S Report on Customer Relationship Management (formerly Managing Customer Service) provides managers with information to help them run their customer service departments as efficiently and effectively as possible. Contents range from developments on the customer relationship management (CRM) front—including technology to implementation tips—to staff management—including compensation, performance benchmarks, and coaching. Report on CRM covers the major conferences and customer service-related surveys, and conducts its own exclusive surveys on recognition and rewards. This list is 55% female.

Subscribers pay \$259.

Excellent prospects for management and training seminars and publications; software; telecommunications equipment and services; general business seminars; office supplies and professional business publications.

Source: Direct Response
100% business address
Updated quarterly
List includes subscribers, recent expires, and trials

Terms

Base Rate—\$160/m
Employee Size—\$15/m
Phones—\$75/m
Gender—\$10/m
State/SCF—\$10/m
Max per Site—\$5/m
Key Code—\$3/m
Diskette—\$50
Email—\$50

Email Base Rate—\$400/m
(includes transmission, tracking & list selections)
HTML—\$75

20% commission given to recognized brokers.

Sample mail piece required.
5,000-name minimum order.

Terms: net 30 days from mail date.

A signed List Rental Agreement is required.

List are rented to authorized mailers for one-time use only and may not be copied or sold. Lists may be re-used or telemarketed with prior approval only.

Cancellation—\$50 flat fee plus \$10/m run charges.

Cancellation after mail date requires payment in full.

FOR MORE INFORMATION

CONTACT: **DEBRA Goldfarb**, PRESIDENT, OR **SUZANNE THOMPSON**, LIST MANAGER
INSTITUTE LISTS 1 WASHINGTON PARK, SUITE 1300, NEWARK, NJ 07102-3130
TEL: 973-718-9700 FAX: 973-622-0595
ANGELA FEELEY, LIST MANAGER, TEL: 516-795-7578 FAX: 516-795-7329