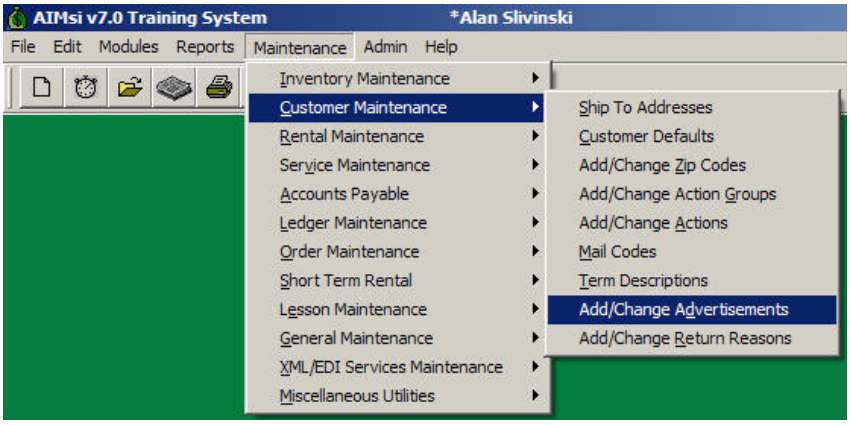
Customer Source List Registration in AIMsi™

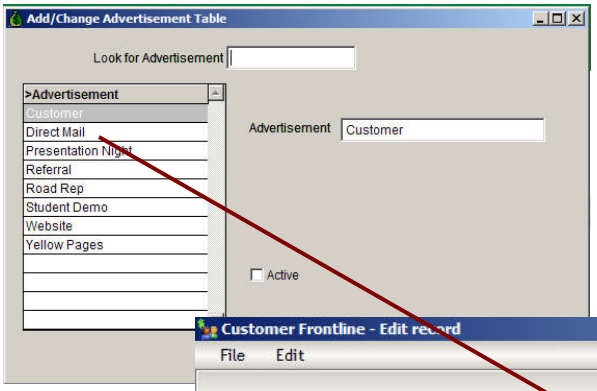
December 2008

Procedure: Build the advertising "Source" list box in AIMsi that will be displayed in the Customer Frontline record to document how the customer discovered your company.

Customer Frontline™ uses the advertising sources entered in your AIMsi system as the list box for you to select the type of advertising or marketing program that caused your customer to shop your company. The following procedure outlines the steps to enter this information in AIMsi.

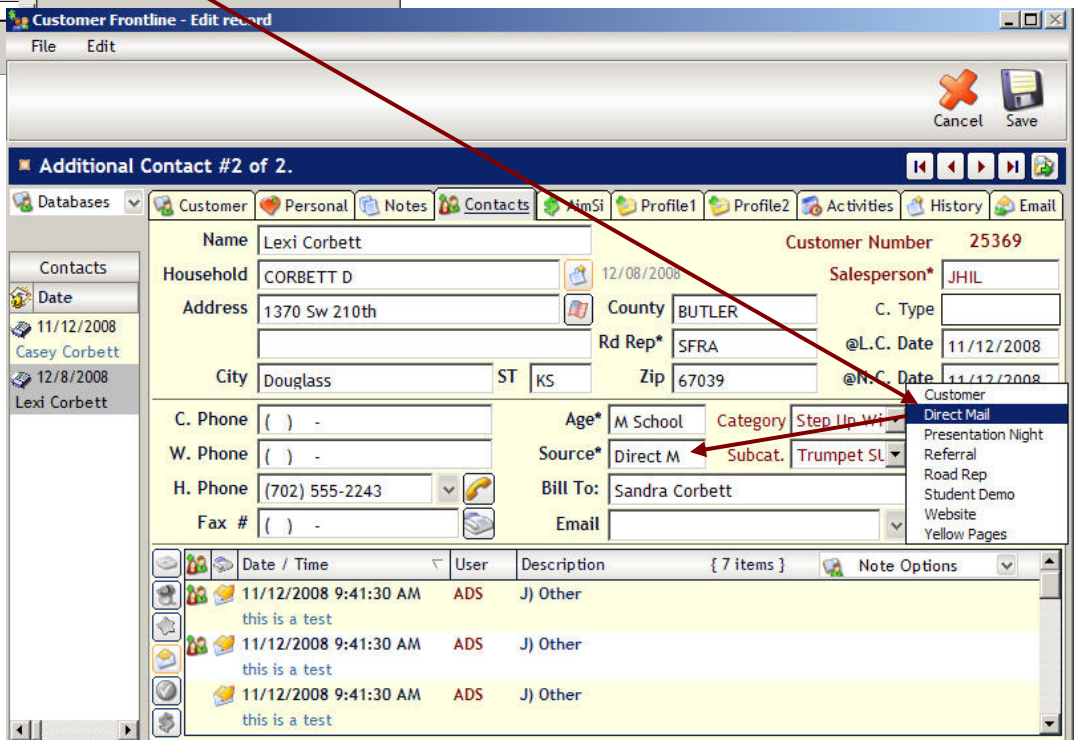


Highlight: Maintenance | Customer Maintenance | Add/Change Advertisements. The screen below will appear.



Enter the advertising sources that your company uses to find new customers. This information is a critical piece of management data. By including this information in Customer Frontline your company will have the data necessary to determine what forms of advertising and what types of promotional initiatives are most cost effective in creating shoppers and buyers.

After this list is created in AIMsi it will become the list box in the Source field of Customer Frontline, as shown below.



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