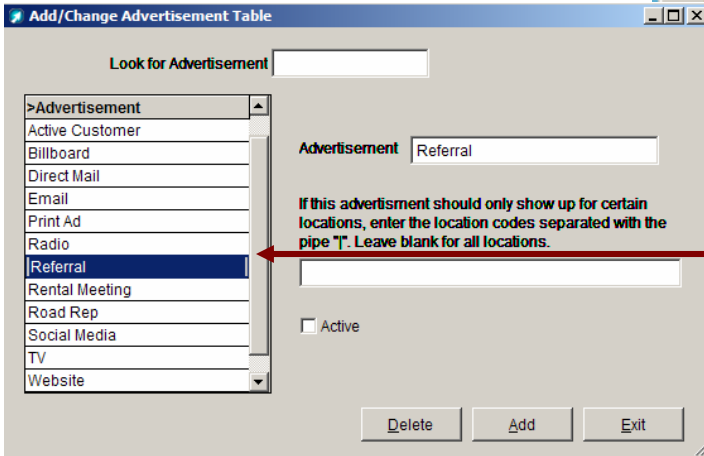
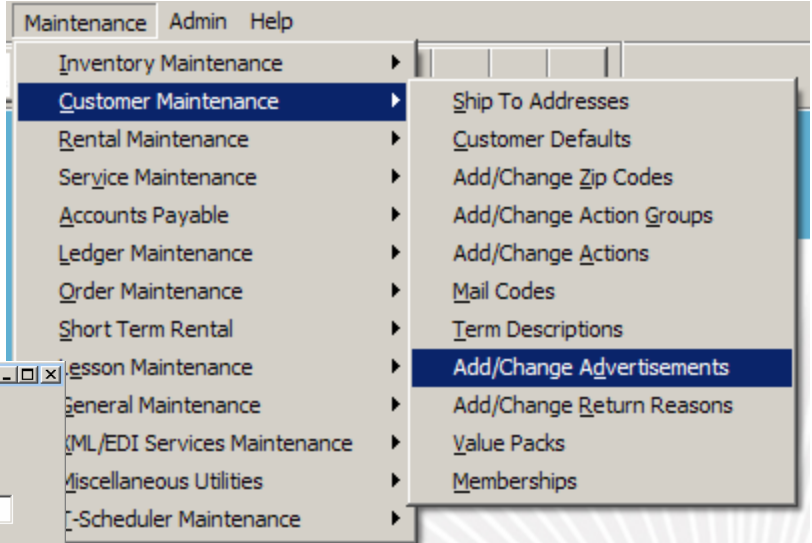


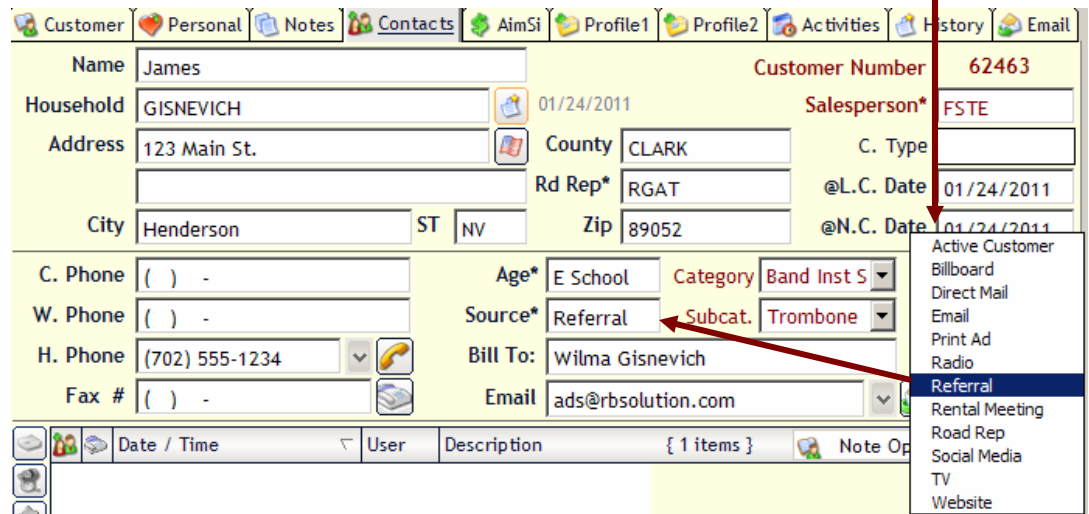
Customer Frontline™ utilizes the advertising list in your AIMsi™ system as the selection menu that is used to populate the Source field in a customer record. This guide outlines the steps to build this resource in your AIMsi system.

Open AIMsi as the system administrator. Highlight: Maintenance | Customer Maintenance | Add/Change Advertisements. The AIMsi menus will appear as shown on the right.

Enter the advertising sources that your company uses to attract new customers. By using this list in Customer Frontline your company will have valuable data to determine what forms of advertising and promotional initiatives are most cost effective in creating new shoppers and buyers.



The advertising list that is built in AIMsi becomes the drop down selection menu in Customer Frontline.



This drop down selection menu is a universal resource for all departmental databases in your Customer Frontline system. Visit our website for additional guides and information:

www.customerfrontline.com