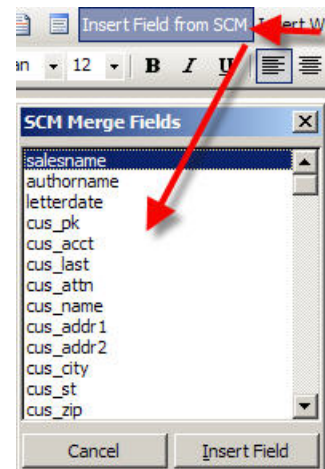


This Customer Frontline™ (CFL) routine is used to deploy emails, with graphic contents, to a selected group of pre-qualified customers. *Your user settings must be configured for you to deploy emails from CFL through Microsoft Outlook®.* This email procedure is used to send an announcement, with graphics, that will be displayed when your customers open their email. You have the option to personalize each email with the customer's name, etc. as you would in a merged CFL form letter. The email announcement is constructed as a Microsoft Word template. CFL merges your selected customers to your template and then sends each of them your announcement as a personalized email through Outlook.

Part One: Create The Email Announcement

- 1) Create your email announcement: go to Write/Template/New Word Email.
- 2) Select "Next" on first screen. Then "Select an Email Template" that you will use to create the new email form.
- 3) Name your new template, then press Start to open the new template.
- 4) In Word: go to the View menu and select "Web Layout".

With your new template on the screen begin to build your announcement with graphics, print, etc. as you would any other Word document. You have the option to insert customer data fields from CFL to personalize each announcement. See the CFL procedure to create a new letter template for more details.



- 5) Contact information can be previewed by pressing the <<ABC>> button located in the Word toolbar at the top of your screen.



- 6) Copy and place your graphics into the body of the announcement, type in the copy and insert customer data fields you want included (#4 above).
- 7) Save and exit your new announcement template.

Part Two: Send The Email Announcement - Log in to Outlook before proceeding.

- 8) Use the CFL Screen Search utility to select the customers who are qualified to receive your offer-to-buy announcement. *Note: every selected customer record must have a valid email address in the CFL Email field.*

- 9) Go to Wizards | Email Merge Wizard.



10) Under Email Merge: Select "Outlook".

11) Screen 1: Press "Next".

12) Screen 2: Select your email announcement template, press "Next".

13) Screen 3: Press "Next", you did your screen search in step #8 above.



14) Screen 4: Press "Start" to see the email announcement. To preview and proof read the actual merged data, click on this button:

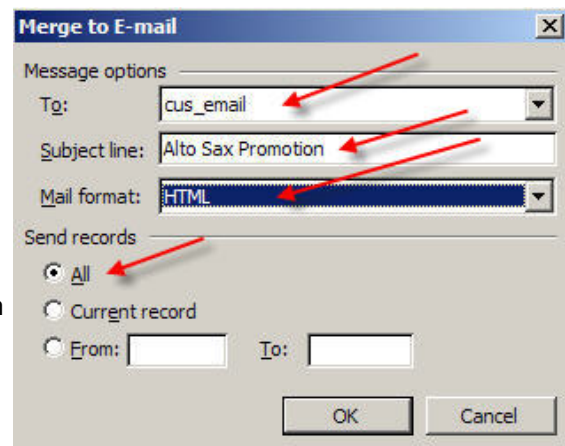


15) If everything is correct click on "Merge to Email" in the Word toolbar. If this button does not appear in your Word toolbar point your cursor to the top menu line in Word, press View|Toolbars|Mail Merge. This button will position itself and remain visible in your Word icon toolbar.

16) The Microsoft Word email merge wizard will appear. Verify the four fields necessary to properly deploy your group email announcement:

- a) select cus_email from the drop down menu of the top field;
- b) enter the name of your announcement;
- c) keep the default HTML;
- d) make sure "All" is on.

Click "OK" - you will see a counter in the lower left corner of the Word screen indicating the progression sent emails. Do not close Word until all emails are deployed. The sent emails will be individually listed in your Outlook "Sent Items" folder.



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in

17) Option: you can enter a note in each customer record notepads that received your email announcement. See the "Note Entry Wizard" procedure. Customer Frontline will automatically update all customers in one step.

