

State-of-the-Art System

Kable's Membership Fulfillment System was created to finally solve the challenges of integrating donor, member and subscriber fulfillment – in an on-line real-time database.

Robust Membership System

Kable offers you the capability to handle all the relationships you have with members of your organization. Track members of more than one organization, handle multiple membership levels, calculate dues based on your criteria, maintain demographic information, note special relationships to the organization, and much more.

Complete Subscription System

Maintain up-to-date information about subscriptions in your database. Send renewal notices, invoices, and promotions to subscribers. Complete order processing, detailed financial and marketing reports, and customer service are offered for single or multiple publications.

Product Fulfillment

The product fulfillment system is completely integrated with the membership and subscription systems. Products are sold and fulfilled in an on-line, real-time environment. From sophisticated inventory and shipping functions to web and phone order entry, Kable offers turn-key services to help you sell more products.

Donations

Kable's membership system allows you to process deductible and non-deductible donations, at various levels and fund drives that are defined by your organization.

Marketing Database

Kable's comprehensive direct marketing system provides the tools you need to market through direct mail, telephone, Internet and direct sales. You can extract customers using a combination of relationship, demographic, purchasing, donation, membership, donation and subscription criteria.



Call today for a proposal on how Kable Product Services can help you sell more products better.

Strengthening Relationships
Donors, Members
Subscribers and Buyers



New York, New York
Marion, Ohio
Mount Morris, Illinois
Oregon, Illinois
Louisville, Colorado

Call Triscia Nally:
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Kable Membership Fulfillment Services

KABLE Fulfillment Servicessm is a service mark of Kable News Company, Inc.

It's All About Relationships

Kable's Membership Fulfillment System is built on an individual record. One individual may have several relationships with you – he or she could be a member, a subscriber, a prospect, a donor, a product buyer, or any number of other relationships.

Kable's Membership Fulfillment system is fully integrated to handle all your transactions for a given customer in one record.

The heart of the system contains information that is used across all applications. A quick link allows you to easily access information about customer service inquiries, response history, promotion history, product purchases, interests, active addresses, donations – and all historical and active information can be combined in one individual customer record.

A customer can have multiple addresses active at the same time. For example, a customer may want a product shipped to a home address, but subscribe through their office. The database also features the ability to link multiple organizations, organization and individual history, and unlimited demographic information.

Full Service, Turn-Key Operations

In addition to a robust fulfillment system, Kable provides you with state-of-the art systems to mail your bills, renewals and promotions, handle payments and credit card charges, design and print any of your promotions, select mailing lists, handle telephone orders and customer service, design and house your web order pages, and everything you need to handle your members the way you want them to be handled.

Membership Subsystem

This system tracks members, prospects, organizations and individuals, and provides the billing of annual, national and chapter dues. It can identify an individual that is affiliated with more than one organization, or those with unique relationships (like conference attendees). Some additional features are:

- Dues or payments calculated on your specific criteria
- Alternate address capability
- Leadership or buying influence can be tracked
- Management reports for memberships and leads
- Membership inception date
- Membership status such as current, suspended, reinstated, etc.
- Links to accounts payable to access payment history

Subscription Subsystem

Kable is known for their expertise in handling subscriptions of all sorts, and this subsystem allows you to manage single or multiple magazines. Kable processes new and renewal magazine orders and subscription invoices. Results of all your magazine renewals and promotions can be tracked and analyzed. Some additional features are:

- Customer service responses via phone, mail and e-mail
- Trial subscriptions
- Premiums
- Flexible processing rules
- Back- and forward-issue starts
- Qualified subscriber survey and title verification

Product Fulfillment Subsystem

The product system is completely integrated with the membership and subscription modules and provides you with on-line, real-time order entry and inquiry capabilities.

Inventory is checked at the time the order is entered, and multiple shipping options are available to you. Orders that arrive via mail, phone, and web are processed. Additional features include:

- Cross-selling offers via phone and web
- On-line reports for inventory, orders and promotions
- Billing for orders
- Credit card processing and approval before shipment of item
- Web store
- Premium Processing
- Gift Orders
- Donation Processing

Donations

KFMS can handle deductible and non-deductible donations. It can easily handle whatever donation program you develop by allowing variable donation programs, like matching, commemorative, trust, etc.) and levels. Premiums awarded for different donation levels are also handled with ease. These various types and levels of donations are tracked by dollar ranges, date of donation, etc. and reports are generated for analysis.

Marketing Database

This direct marketing system gives you the tools you need to support your marketing efforts through direct mail, telemarketing and direct sales. It combines the demographic information you collect with individual and master files, products, subscriptions, donations so that you can select or analyze various marketing segments and targets.

Marketing performance analysis is provided with a series of management reports, such as:

- Daily tracking reports to show 20-day snapshots
- Promotion performance reports to calculate direct marketing effectiveness
- Weekly tracking reports of promotions
- Production reports

Let Kable's experienced staff help you build stronger relationships with your members, donors, subscribers and buyers.