

TangAbility Inc.

Tangible Results...
Ability through experience

**Frustrated
with your
Database Programs?**

ANSWERS
PROBLEMS
SOLUTIONS

(815) 458-9600
or email to....
info@tangability.com

TANGABILITY

PROBLEMS

- Do you know who your customers are?
- Can you track and analyze existing marketing programs for profitability?
- Can you contact your customers on renewal dates, birthdays, or specials?
- Do you know if the majority of your sales are coming from your highest margin products?
- Are you able to reward your premium customers with gifts, special pricing, coupons, or advance notice of new products?
- Are you successful with getting customers in the door, but not as successful in retaining them?

ANSWERS

DEVELOPING ACCESS DATABASES

TangAbility, Inc. can create an Access Database that meets your needs and can interface with other applications within the Microsoft Office Suite.

CUSTOMER SERVICE ANALYSIS

TangAbility, Inc. will analyze customers' perception of your business or product, as well as the employees' perception of the customer. We can create and implement a plan that will increase retention, as well as teach your employees how to up sell. We also do Competitive Market Analysis to help you identify why customers are taking their business elsewhere instead of coming to **you**.

PROGRAM PLANNING

TangAbility, Inc. can set up time lines for all facets of your marketing ideas. From cost analysis, to communication and implementation. We also provide front line instruction, back of house direction, and final analysis.

INFORMATION CAPTURE

Many companies develop their own computer programs that report mainly on the top line numbers. We can help you pull the detail needed for your important business decisions.

DATABASE ANALYSIS

You may have information about your customers that is going unused. **TangAbility, Inc.** can help you identify customers who may be interested in the products or services you have to offer. Using target marketing and segmentation, database analysis allows you to see the profitability of your marketing programs.

CONSOLIDATING MULTIPLE DATABASES

Are you duplicating your data into several computer systems? Let us analyze your systems and consolidate or eliminate the need for duplicate information, saving you labor dollars and reducing skewed information due to data entry errors.



can benefit you, using realistic

SOLUTIONS

DIRECT MAIL DEVELOPMENT

TangAbility, Inc. can help you develop direct mail campaigns from start to finish. Find who to target and what type of offer; assist you with creative design, and measure the success of your investment.

MODIFY EXISTING SOFTWARE

Think you should be getting more out of the software you own? Let us streamline the process, saving labor, time and money—the way it should.

ONE ON ONE TRAINING

TangAbility, Inc. can help you get your new employee up to speed on Access, Database Query Theory, Excel, Lotus, QuickBooks Pro, etc... Have your training personalized to the areas you need immediately.

DATABASE SERVICE BUREAU

We can also update and store your Access Database. While maintaining your database, we can provide the monthly mailings, reminders or reports that you need.

TangAbility, Inc. can help you on a one time basis for a specific job or on an on-going basis for monthly reports, continuity programs, project development, as a database service bureau, or to fill in on a temporary basis while you hire new employees.

- *Limited Staffing ?*
- *Shortage of In-House Skills ?*
- *Slashed Budgets ?*
- *Daily Operations Impeding Your Future Planning ?*
- *Impossible Deadlines ?*

TangAbility, Inc.
offers the following services:

- ✓ **Developing Access Databases**
- ✓ **Customer Service Analysis**
- ✓ **Competitive Market Analysis**
- ✓ **Set Up Needed Reporting using your own data and programs**
- ✓ **Database Analysis**
- ✓ **Consolidating Multiple Databases**
- ✓ **Program Planning and Implementation**
- ✓ **Database Service Bureau**
- ✓ **Direct Mail Development**
- ✓ **Modify Existing Software**
- ✓ **One on One Training:**
 - Access**
 - Database Query**
 - Excel**
 - Lotus**

- * **TangAbility, Inc.** can help you analyze your customers as well as your employees' interaction with these same customers.
- * **TangAbility, Inc.** can put your new project or direct mail program into motion while you plan the next one.
- * **TangAbility, Inc.** can develop and query your customer database.

Plus, we can service the database for you or train your employees on how to maintain and query your customers.

Call Today....

TangAbility, Inc.

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Godley, IL 60407-9615

(815) 458-9600

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Jenny Uehling - President

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