The Pulse – Issue 54   February '13

This month we talk about the benefits of collecting as much information as possible when entering new clients/enquiries. This information can make your life a whole lot easier down the track - and saves you having to rely on your memory! Check out the article and please let us know if you would like more information. And as always, send us your suggestions and improvements for ClientConnect. We value your feedback.

If there is a topic that you would like us to cover, or you have a specific task that you need to perform, please contact support@pulsetecsolutions.com and we can help you find a solution.

What's new in fitness?

The Australian Fitness & Health Expo is just around the corner!

PulseTec Solutions will once again be exhibiting at the Expo in Sydney, 19-21 April 2013. This year we are looking forward to showing you some exciting new additions to our range of products. We're sure you'll love them as much as we do!

And for our ClientConnect customers, we always have some new features to unveil! 4 weekly billing anyone?

Make sure you register early for your FREE Trade Visitor ticket/s.

http://register.fitnessexpo.com.au/FITNESS13S_V2/index.html

Handy Hint Number 54

Collecting client data for marketing

Taking the time to enter accurate data when entering new clients and enquiries can greatly improve the usability and effectiveness of your database. If you enter data for Client Categories, Contact notes etc., you substantially improve the 'quality' of your data and this can make your life so much easier in the long term.

Apart from being able to see an accurate history of your relationships with clients, you can easily pull out groups/categories of clients for reporting or promotional purposes.

Try it for a month and see!

For example, when you enter a New Enquiry, be sure to populate the marketing fields correctly. And, yes, it takes some time, but be sure to enter accurate data - particularly the 'Contact Subject' when you complete this screen.

Feb fig. 1

Down the track from now, you'll be glad you have this information to refer back to. Sort by Contact Date or Subject to find the relevant information.
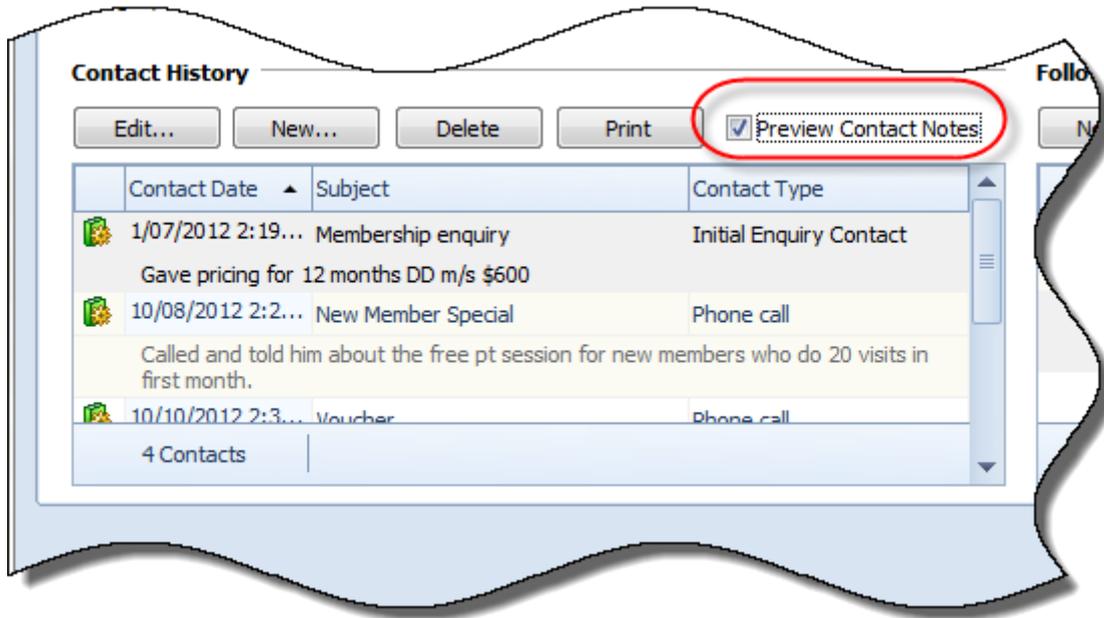
Feb fig 2.

To see details of the Contacts, simply click on 'Preview Contact Notes'. If you've taken the time to fill in meaningful data, you will be rewarded with a full history of interactions with the client. Give your memory a break!

Feb fig 3.

Reminders

As usual, please send **ALL** correspondence to **support@pulsetecsolutions.com** NOT to our personal emails because if we are away, you may not be answered and we don't want that to happen.

You can also phone us directly on +61 (0)3 9878 7813 or check out our support website http://support.pulsetecsolutions.com for handy hints, instruction sheets and archived newsletters.

RELEASE NEWS

Our latest release - Version 5.0.27.0 is now available to customers with current Support Agreements. Please let us know if you missed out and we can send you the relevant information!

Alternatively, you may wish to remain on Version 4 with the current look and feel. Should this be the case, please ensure that you install V4.3.18.0.