



AVI COMMUNICATIONS, INTL. is a leading new vision online media firm offering unique and innovative solutions for businesses to maximize their online initiatives. We provide a diverse suite of products and services to help marketers better reach their goals and potential. We craft customized strategies and concepts specific to each client utilizing our array of new media services.

Solutions that bolt onto your Current CRM Systems (Enhancements not replacements)

- ❖ **Video / HTML E-Mail Marketing**
- ❖ **Social Marketing / Custom Tools**
- ❖ **Back-End Tracking / Analytics / Reports**
- ❖ **Custom Database Management / Mining / Growth Opportunity**
- ❖ **Surveys / Business Intelligence / Relationship Building**
- ❖ **Website Design / Enhancement Upgrades / Flash Intros / Auto Responders**

NEW! – A Proven Turn-Key Online Customer Concept & Program

All exclusive custom applications will provide, but are not limited to, the following deliverables selected to meet your specific business objectives:

- ❖ A Direct Customer Knowledge Channel™
- ❖ Cost Effective New Sales
- ❖ Viral Marketing and Referral Programs
- ❖ Unique Customer and Business Intelligence Capture
- ❖ Trackable and Measurable ROI

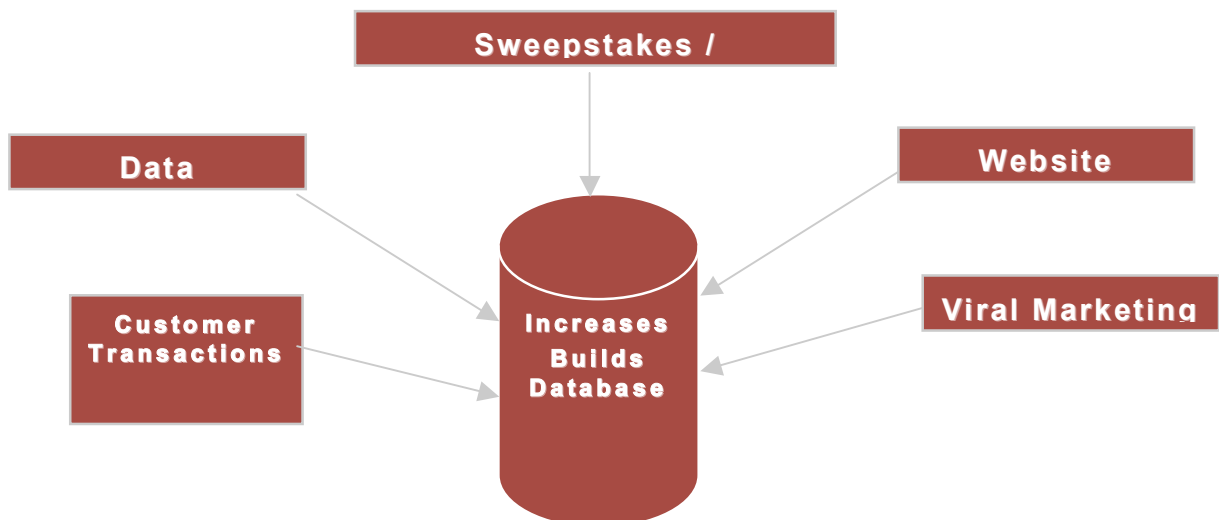
The Customer Knowledge Channel™

We build the Customer Knowledge Channel™ using opt-in email or a desk-top communication tool, or both. We create the business community of customers and/or prospects based on an existing database, or begin the process to create a new one. Depending on the mission and relative expectations, we implement the processes that will establish the Channel and engage and grow the Community.

- ❖ Special offers
- ❖ Exclusive content
- ❖ Push and pull technology
- ❖ Social marketing applications

What It's Really All About: Longevity and Growth

It's about business intelligence that increases sales. Relevant messaging insures that the Community is engaged to the extent that they not only pay attention to the Channel but also tell their friends and family about it, creating effective viral marketing. We capture the addresses that are sent and offer them a place in the Community.



Cost Effective and Measurable New Sales

Once the Channel is established and the Community is engaged we employ various techniques to determine preferences and patterns that will insure that all communication is RELEVANT.

For example, the Community may cover a pet store in which customers are opted in to receive marketing messages. However, if a dog owner begins to get information about specials on cat products, you've just lost their attention. Therefore, we go to great lengths to insure each message is and continues to be relevant to each recipient.

Each relevant message sent is tracked and reported on extensively so that there is no question about the ROI. We help establish acquisition costs and asset values on each person in the Community. Our real time tracking is robust and reliable, including:

- Number of messages sent
- Number delivered - undelivered automatically removed after 3 tries
- Number & percentage of unique opens
- Number & percentage of total opens
- Number & percentage of clicks to each link within the message
- Number of pass alongs – we capture the send-to addresses
- Number of unsubscribers – we remove them from the community

Don't Only Track Data – Manage it and Mine It

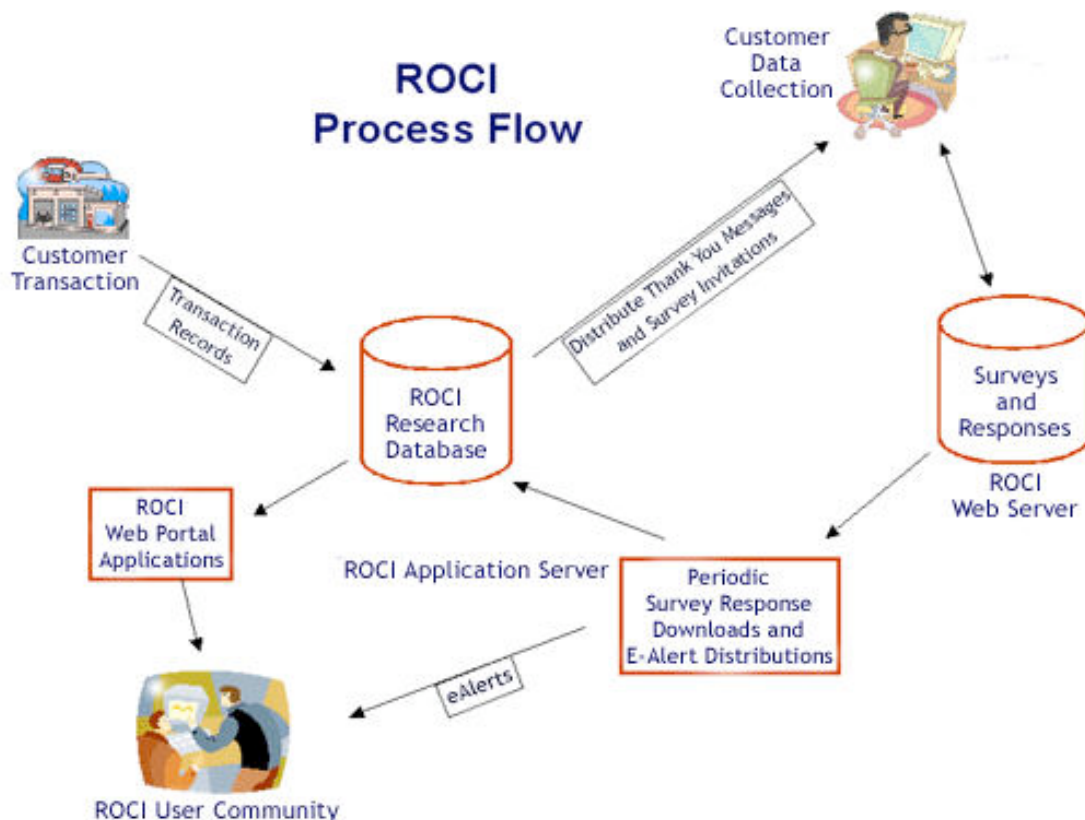
Solidify customer knowledge through understanding buying preferences to up-sell and cross-sell. We provide user names and passwords for viewing real time stats. Once the campaign has run its course we provide actual documentation of all actions taken and map the ongoing results. The value of this business intelligence is priceless.

Research Intelligence – Know Your Customer

Tune into their buying habits. Not just their email address. It's all about making knowledge actionable. We have developed a proprietary system called ROCI or Real-time Online Customer Intelligence. It is designed and dedicated to continuously provide an understanding of customer needs, how well their expectations are being met, and what can be done operationally and strategically to retain profitable customers and secure new ones.

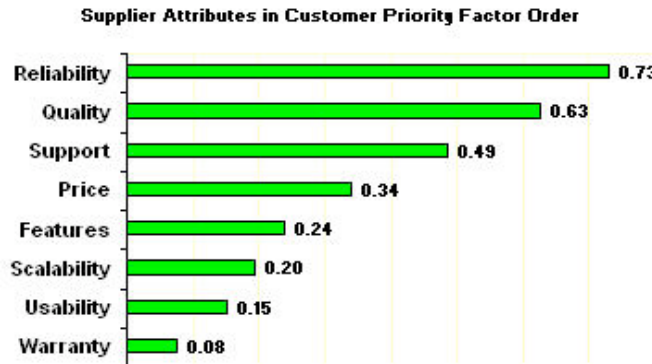
Real –Time Online Customer Intelligence

ROCI is not a survey solution. ROCI is an action-oriented tool that captures detailed customer intelligence that marketers can act upon every day with relevant sales messages. Use it to enhance your value-proposition.



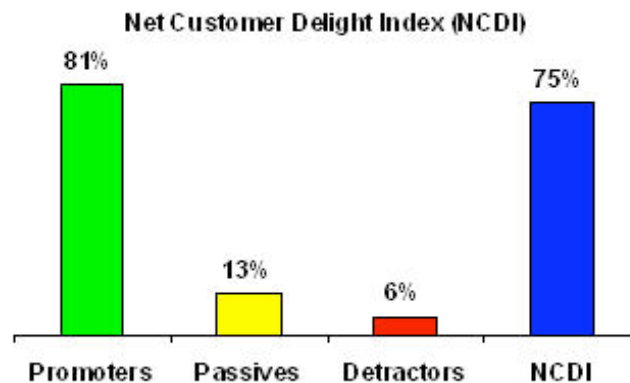
Customer Priority Factor

Another component employed within the program is The Customer Priority Factor. CPF is a metric used to determine the most important attributes for each dimension of the customer relationship and to prioritize research results and corrective actions immediately.



Net Customer Delighter Index

The final piece of the program is the NCDI. The Net Customer Delight Index is the key customer research metric used to track the success of satisfying and keeping customers. *How do you currently resolve complaints?* NCDI is based on the customer question(s) most closely related to the long-term success of the organization based on answers and strategies that can be developed to grow your Promoters and reduce your Detractors. This is a vital tool for the C-Suite.



Results Driven with Measureable ROI

This results-driven program is a sales and marketing dream come true. We're able to bond the brand with a Community of loyal customers who are engaged and responsive. We provide Client Management with business intelligence that is critical and easily mined for more sales potential. The best part is that the ROI is completely measurable and the program pays for itself many times over.

The AVI Advantage

Our long-term clients are ecstatic with amount of detailed business intelligence they have gained using this exclusive and comprehensive marketing approach that augments and supports all other in-house initiatives.

Our initial consulting meeting is offered at no charge. We design each program to meet the specific needs of every client. Cost is based on set-up plus volume, so the pricing only grows when the return does.

Create your own customized **Customer Knowledge Channel™!**

Contact:

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