

FutureBright Releases Industry Leading Features to its Integrated Multi Channel Marketing Platform

Online and Mobile Marketing, Enrollment, Billing, Fulfillment, CRM and Analytics = One Integrated Platform. Responding to Industry demand, FutureBright has released a set of next generation features to its groundbreaking Multi-Channel Marketing Platform.

Toronto, Ontario ([PRWEB](#)) May 10, 2012 -- Multi-Channel marketing has proven to be the best and most cost effective way to engage and develop customers. Historically, Insurance and Financial Services companies and their distributors have used multiple vendors to achieve a multi channel approach. Needless to say, this has been costly and inefficient.

FutureBright is a unique marketing & technology company that provides a single end-to-end, multi-channel marketing and digital enrolment solution, complete with CRM, for the Financial Services and Insurance.

“Using the FutureBright platform, organizations can now deploy a holistic marketing strategy across all business segments and across multiple channels.” said Ron Tal, CEO. “They can enable and support digital direct and producer campaigns to employers/employees, association members, affinity members, and house accounts using custom email, sms, personal URLs, QR Codes, social media and microsites. And they can do this in conjunction with Telephonic, Worksite Live, Direct Mail, audio visual and other traditional channels, seamlessly. ”

The latest features include:

1. Integrated data transfer from point-of-sale to CRM, which allows users to efficiently track and manage their clients and campaigns. In addition, non-digital channel activities and sales data (i.e. from DM & Telephonic campaigns) can be uploaded to the platform to create a 360° multichannel view of each campaign.
2. Dynamic Browse, which enables users to quickly filter through important data by using custom defined variables. This allows the user to manage all client types and producers at a micro and macro level, and export data sets to excel and other formats for further analysis.
3. Dynamic Reporting, which allows users to generate tailored reports instantly by choosing key variables for analysis and creating custom dashboards.

To learn more about FutureBright, please visit our website at <http://www.futurebright.ca>, or email us at [info\(at\)futurebright.ca](mailto:info(at)futurebright.ca)



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Online Web 2.0 Version

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