

Your Informational Advantage®

At SEMA, our mission is to create and deliver for our clients Informational Advantage, the competitive advantage that comes from improving customer and business processes and leveraging the resulting critical data in multichannel communications. To read our case studies and whitepapers, visit www.SEMAGroup.com.au

For more information call **1800 009 574**

Consulting

Customer Engagement
Pragmatic CRM
Accountable Acquisition
Data Driven Strategy

Cost Out

Business Process Re engineering
Technology Integration
Process Change Management
Process and Information Supply
Chain Services

Software

SaaS Applications
Online Proofing
Event Management
Return Mail Management
Document Vault
Lead Generation
Email and SMS management
Reporting Dashboards

Licensed Applications include:

Document Archival & Retrieval
Advanced Imaging
Digital Asset Management
Campaign Management Engine
Analytics Engine
Accounts Payable / Receivable

Bespoke Applications include:

SPOT / SCV Databases
Real time Reporting
Systems Integration
Data Warehousing
Web hosting

Execution

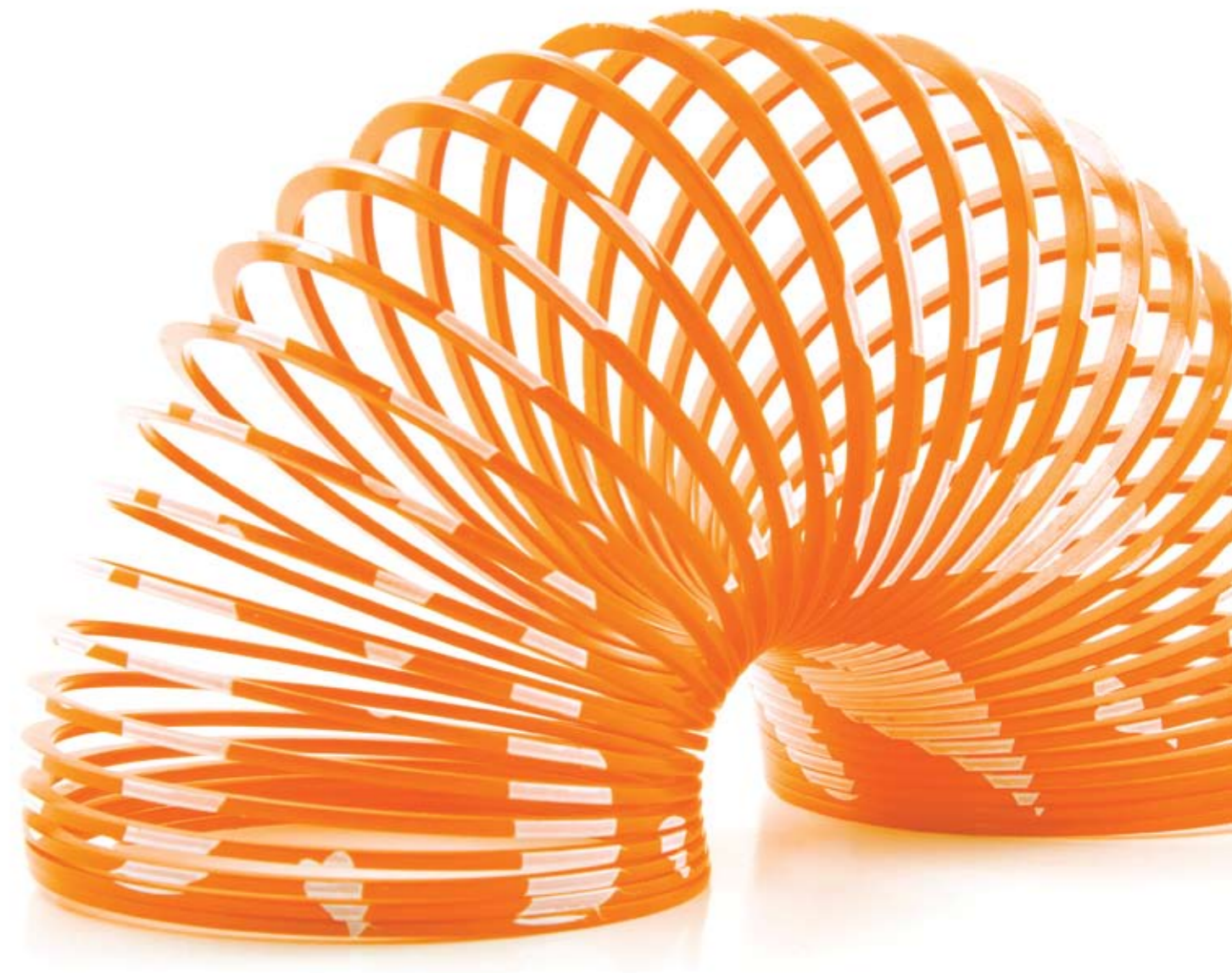
Data Services
Hygiene and Cleansing
Enterprise Analytical Services
Resource Augmentation

Campaign Services

Inbound/Outbound Contact Centre
Forms Processing and Capture
Data Driven Campaign Design

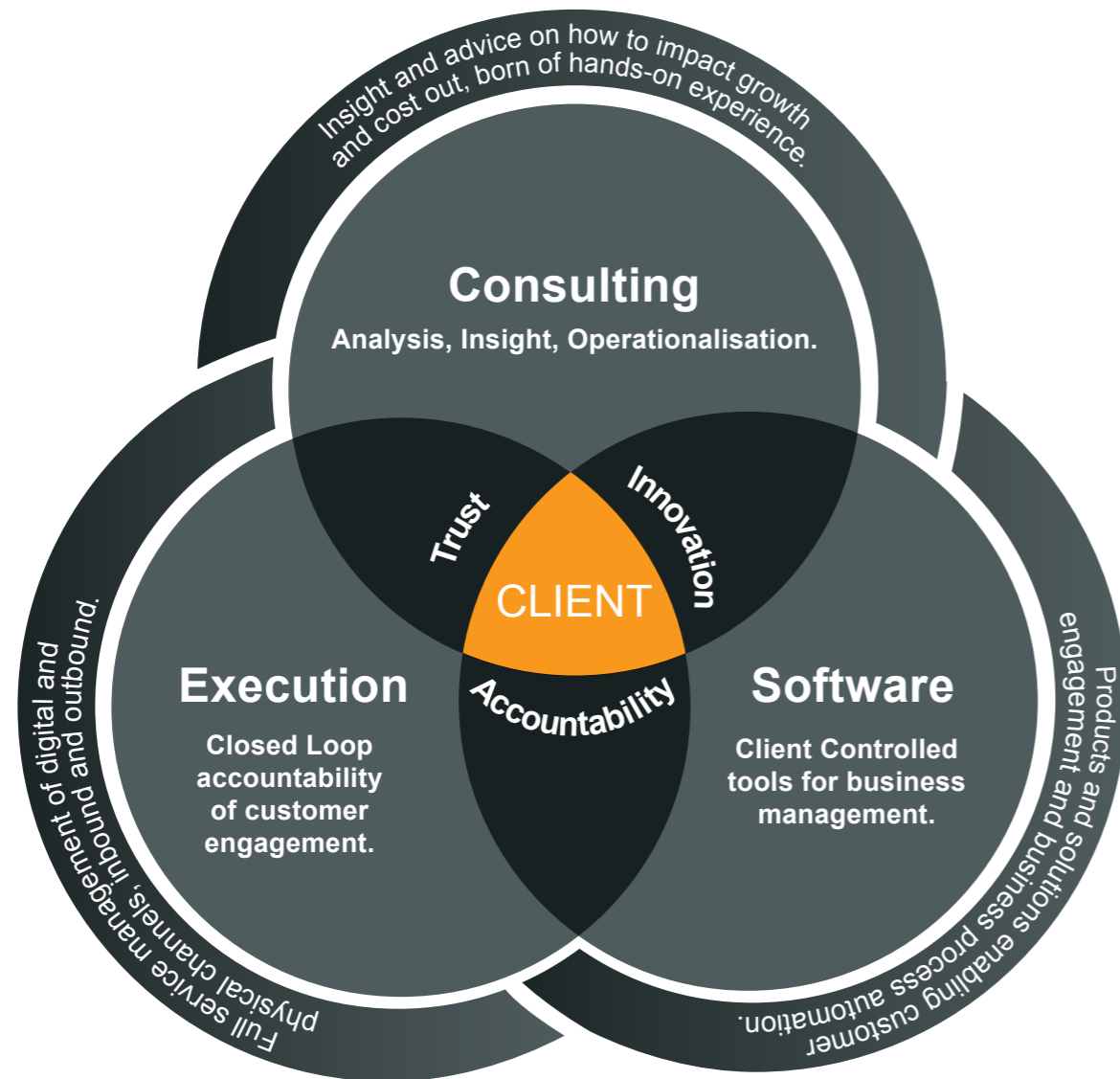
Delivery Services

Marketing and Essential
Communications Execution
Digital Channel Enablement
Physical Channel Enablement



Connecting you
with market opportunities

SEMA is a consulting, software and outsourced execution business. SEMA connects businesses to their customer communities through insight driven communications. In the same way, we also connect Governments to their citizens.



In a world where competitive advantage is converging on informational advantage, what SEMA does matters because we enable clients to leverage their unique business and customer data to maximize their business performance.

Consulting

The world has changed – Customer engagement is now driven by participation. SEMA Consulting enhances business performance by helping our clients really know their customers – using trusted information to create conversations leading to engagement and interaction. We then develop business process to build lasting and profitable customer relationships, turning transactions into enduring advocacy.

Customer Engagement

Engaged customers are the most valuable part of your asset base. We help you obtain higher levels of engagement to drive your customer advocacy through market and customer analysis, design and assessment to build strategic customer experience and relationship programmes and supporting processes.

Cost Out

In the current uncertain economic environment, the pressures to reduce cost are top of mind. We help our clients improve financial and operational performance by making end to end outbound and inbound customer interaction, customer maintenance and back office servicing processes more efficient and effective. We do this by understanding first through business and process analysis, then operationalising best practise improvements to close the gap, applying our industry expertise and knowledge supported by business process automation.

Software

In this environment of change, technology is shifting to a people and information centric world.

Software supports our clients with practical and pragmatic products to deliver functional outcomes including accountable closed loop multi-channel customer communications, information design for marketing effectiveness and integration for back office productivity.

Data Specialists

SEMA specialises in creating secure, durable and flexible solutions for tier-one and tier two organisations built on a standardised platform that allows for multiple reuse. Throughout, SEMA manages and presents absolute data integrity across the information supply chain as part of the data lifecycle. We help to maximise your business profitability by integrating flexible, accountable and automated systems into your business processes to lower management costs and provide better access to the information you need to run your business.

Flexible Approach

Our software approach gives you the flexibility of software on demand, bespoke applications and licensed products designed to drive growth and volume efficiency.

The software is chargeable via flexible models based on annuity based value pricing, a flexible risk reward model or a pay for use model.

Execution

SEMA Execution has a long standing competency of providing accurate, targeted and relevant customer communications.

SEMA assists in the creation and execution of multi-channel customer lifecycle management programmes. These use the knowledge and data held for each customer to create dynamic customised communications that include variable images, layout, text and data to generate highly individualised one-to-one messages for customers, responsive to behavioural outcomes. Accessing SEMA's execution services will support the much needed capability to respond and act on your contact strategy rapidly.

Range of services

SEMA's traditional production services include digital and physical execution of marketing and essential communications, customer fulfilment services and an integrated, blended Contact Centre. These services are augmented by significant value add services like IT based solutions that improve document and process workflows and complex data management from data hygiene through analysis and enrichment.

You benefit from our expertise in information supply chain management, communications lifecycle management and you enjoy the accountability of intelligent closed loop communications that provide you with your tangible and unique Informational Advantage®