

## CLIENT PROFILES



The 'Profiles' section of TPTracker provides a valuable search, targeting, recording and reporting tool linked to your database.



## MANAGING DATA

TPTracker can be connected to your main database so that any updates made are regularly synced. Our software also enables you to add 'non client' data e.g. for use in engagement programmes without affecting your central database.

Perform quick and easy individual, household and group look-ups and add customisable fields for additional profiling information.

Update and store client communication preferences, modify individual records and update profile personal records. Generate and view records of communication. Archive and delete client files.

## PROFILING DATA

TPTracker enables you to profile individuals or groups. Identify and report on characteristics of groups to give you a holistic picture of your customer base. Select records that match a combination of demographics to form a saved template or group for future activities.

## REPORTING

Easy to use dashboards can be personalised to show the most relevant information to the user and there are a wide variety of tables, graphics and reports available. On-screen widgets reduce time spent configuring reports and make TPTracker flexible to your needs. Export data for additional analysis and reporting.

## WHY CHOOSE TPTRACKER?

- Easy to use cloud software
- Flexible modular based system
- One licence fee for all users
- Linked to your in-house database

Arrange a Demo

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