

Andale Customer Manager Getting Started Manual

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Chapter 1 : Getting Started

Welcome to Andale Customer Manager!!

This manual is a step-by-step Guide to your Customer Manager Page. As you read through this manual, you will notice tips that will assist you in determining your options, but these are not required.

1. Start

Log into your Andale Account, select the Auction Tools tab and then select the Customer Manager Link.



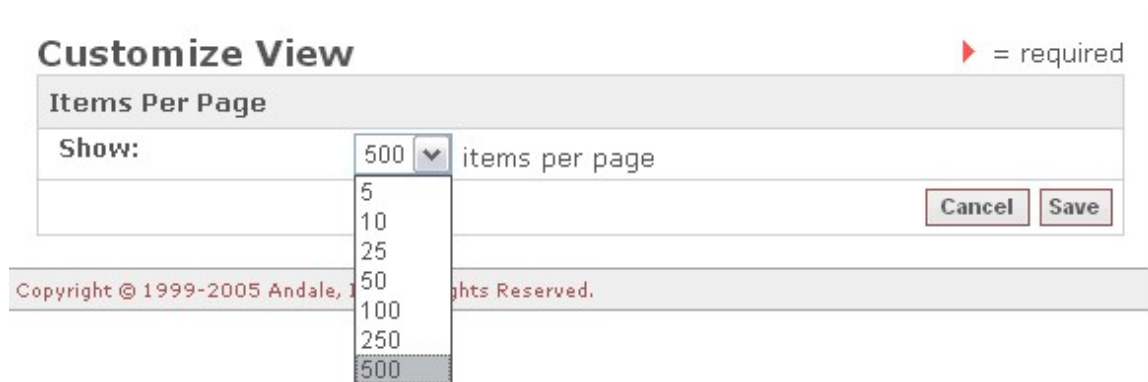
FIGURE I. Select View My Customer List

Chapter 2 : Using Customer Manager

In this Chapter, we will cover all the features of your Customer Manager page.

1. Customize Your Page

Andale offers you the ability to display how many customer records are displayed per page. You can choose between 5 and 500. Click the Customize link and select the number of customer records you would like to display on your Customer Manager page, and select Save.



The screenshot shows a 'Customize View' dialog box. At the top right, there is a red arrow icon followed by the text '= required'. Below this is a section titled 'Items Per Page'. Inside this section, there is a 'Show:' label followed by a dropdown menu currently set to '500'. To the right of the dropdown is the text 'items per page'. Below the dropdown menu, a list of options is visible: 5, 10, 25, 50, 100, 250, and 500. At the bottom right of the dialog box are 'Cancel' and 'Save' buttons. A footer bar at the bottom contains the text 'Copyright © 1999-2005 Andale, Inc. All Rights Reserved.'

FIGURE II. Select how many items are displayed



Tip: Use 500 if you will be sending a lot of email. You will need to select your customers from the page you are viewing. If you have more than 500 that you are sending to a list, copy and save your email and repeat page by page.

2. Add a Customer

Add your customer to your Customer Manager by selecting ADD Customer and entering the below information. The Red Arrow indicates a required field. Use the notes field to enter any additional information.

If you are using Andale Checkout, additional historical information will be displayed.

Add Customer	
▶ Name:	<input type="text"/>
Nickname:	<input type="text"/>
▶ Email:	<input type="text"/>
Mailing Address 1:	<input type="text"/>
Mailing Address 2:	<input type="text"/>
City:	<input type="text"/>
State:	Select <input type="button" value="v"/>
Region/Province:	<input type="text"/> International Only
Zip Code:	<input type="text"/>
Country:	United States <input type="button" value="v"/>
Phone:	<input type="text"/>
Fax:	<input type="text"/>

FIGURE III. Enter your Customer Information

3. Create a New List

Andale Customer Manager allows you to create lists for your various email campaigns or customers. You may add your customers to more than one list. You can quickly send out email campaigns by using your lists and select ALL when composing and sending your email.

Customer Manager	
Create New List	
List Name:	eBay Sales
List Name:	Campaign1
List Name:	<input type="text"/>
List Name:	<input type="text"/>

FIGURE IV. Enter you List Names



Tip: Think of lists as groups of emails you want to send. For instance, if you knew every customer birthday, you could create lists entitled: *January Birthday, February Birthday, etc.* Add your customers to the appropriate birthday list and send out greetings by month. You can add your customers to the lists that are only appropriate to them, and you can add them to multiple lists.

4. Manage Lists

Once you have lists you can manage them from the Manage List link on your Andale Customer Manager page. From the manage list page, you can edit or update the name of your list. Selecting the Edit button will allow you to quickly remove customers in batches.

Customer Manager ?

Manage Lists

<input checked="" type="checkbox"/> All	List	Action
<input type="checkbox"/>	sterling	Edit
<input type="checkbox"/>	Casino	Edit
<input type="checkbox"/>	eBay Sales	Edit
<input type="checkbox"/>	Campaign1	Edit

[Delete List](#) [Cancel](#) [Update Name](#)

FIGURE V. Manage Your Lists

5. Deleting a Customer

Deleting a Customer will totally remove them from your Customer Manager. All associated information will also be deleted and they will be removed from your lists. We are not able to undelete a customer once you have deleted them. Use your Remove Customer link to remove a customer from an existing list.

Delete Customers	
<input checked="" type="checkbox"/> Un✓	Customer Lists
<input checked="" type="checkbox"/>	TestCustomer1
<input checked="" type="checkbox"/>	TestCustomer1
<input type="button" value="Cancel"/> <input type="button" value="Delete Customer"/>	

FIGURE VI. Select Delete Customer

6. Remove a Customer

Removing a customer from a list will not delete your customer from the Andale Customer Manager. Selecting remove a customer will only remove them from the select list or lists selected.

Remove Customers from Lists	
<input checked="" type="checkbox"/> All	Customer Lists
<input type="checkbox"/>	sterling
<input type="checkbox"/>	Mailing List
<input type="checkbox"/>	Casino
<input type="checkbox"/>	eBay Sales
<input type="checkbox"/>	Campaign1
<input type="button" value="Cancel"/> <input type="button" value="Remove From List"/>	

FIGURE VII. Select Remove from List

7. Add to List

Adding your customers to the lists that you create for your email campaigns. Customers may be added to multiple lists.

Add Customers to Lists	
<input checked="" type="checkbox"/> All	Customer Lists
<input type="checkbox"/>	sterling
<input type="checkbox"/>	Mailing List
<input type="checkbox"/>	Casino
<input type="checkbox"/>	eBay Sales
<input type="checkbox"/>	Campaign1
<input type="button" value="Cancel"/> <input type="button" value="Add To List"/>	

FIGURE VIII. Select Add to Lists



Tip: Add your customers to appropriate lists. If you sell two different product lines, you could create a list for each type of product and only send the customer appropriate information.

8. Page Views

Your Andale Customer Manager View section allows you to quickly pull up your various lists. To select a list to view, use the drop down menu to select the list you would like to view. Use this when sending emails to the entire list. Only the selected list will be displayed on the page.

In addition, you can search your list for specific criteria, such a specific customer email, user name or nickname. If you have Andale Checkout, you can also select to sort by last item purchased.

View

Customer List: [Available](#) | [Deleted](#)

Search For: in

FIGURE IX. Select your View

Chapter 3 : Creating an Email

In this Chapter, we will cover creating an email to your customers.

1. Compose Email

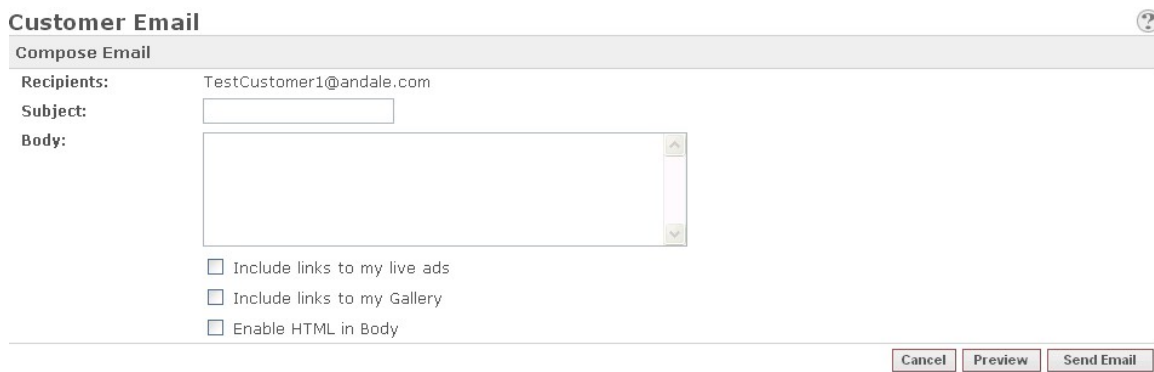
Once you have selected an email to send, you will need to choose a subject line and create the content of the email and provides the following options for content:

Include link to my live ads – Selecting this option will include the html link in your email that allows a user to click directly into your live eBay auctions.

Include links to my Gallery – Selecting this option will include the html link in your email that allows a user to click directly into your Andale Gallery

Enable HTML in Body – Selecting this option allows you to create html emails. Enter the html you wish to use, and select PREVIEW to see how your email will appear to your customer.

Once you have created your email, select the Send Email link to send the emails.



Customer Email ?

Compose Email

Recipients: TestCustomer1@andale.com

Subject:

Body:

☐ Include links to my live ads

☐ Include links to my Gallery

☐ Enable HTML in Body

Cancel Preview Send Email

FIGURE X. Compose your email