

MEHRKANAL Services

Our goal is to make our customers and their brands more successful. That's why we offer you exactly the solution that fits your company and your requirements. To achieve this, intensive consultation is necessary from the very first conversation. And it doesn't end in day-to-day business. This is where new needs are often discovered and solutions demanded. With our comprehensive services, we go beyond the technical implementation of a marketing management system and offer our customers a comprehensive service from a single source - from consulting, content and campaign management, budget management, customer support, hosting to sales support and training.

Provider

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Referenzkunden

SIGNAL IDUNA, EUROBAUSTOFF, Opel Germany, Opel Europe, Ford Germany, Ford Europe, PEUGEOT, Renault, Hyundai, PIRELLI, DISTRIGO, Schaeffler, STIHL, STIGA, mobilcom-debitel, ivv, Banque PSA Finance Germany, BKK Dachverband

Marketing

- ✓ Consultancy and conceptual design
- ✓ Project management
- ✓ Print marketing
- ✓ Digital marketing
- ✓ Multichannel marketing
- ✗ Event marketing

IT

- ✓ Consultancy and conceptual design
- ✓ Project management
- ✓ Development standard systems
- ✓ Development individual systems
- ✓ Individual programming
- ✓ System set-up
- ✓ System administration
- ✗ Software installation
- ✗ Software maintenance
- ✓ Hardware installation
- ✓ Hardware maintenance
- ✓ Hosting

Media production

- ✓ Consultancy and conceptual design
- ✓ Project management
- ✓ Graphic design
- ✓ Web/app design
- ✓ Copywriting
- ✓ Template creation
- ✓ Illustration
- ✓ Photography/imaging
- ✗ Video film creation
- ✗ Audio creation
- ✗ 3D visualisation
- ✓ Digital printing
- ✓ Offset printing

Fulfilment

- ✗ Letter shop
- ✗ Order processing
- ✗ Shipping
- ✗ Complaint management
- ✗ Returns management
- ✗ Warehousing
- ✗ Order picking
- ✗ Invoicing
- ✗ Debt collection

Support

- | | | |
|----------------------|-------------------|------------------------|
| ✓ Content management | ✓ 1-level support | ✓ Marketing consulting |
| ✓ Data management | ✓ 2-level support | ✓ Call centre |
| ✓ Quality management | ✗ 3-level support | ✓ Training |

Marketing services

Focus areas

Our Key Account Managers and Product Managers always provide our customers with competent advice . They know the requirements, the brand and the people. They propose solutions before they are requested and advance marketing with innovative ideas.

Partner

IT services

Focus areas

Reliable hosting, a sophisticated data protection concept, good performance and excellent system stability are the pillars for a secure and smooth use of our marketing management solution. But also before and after the actual start of the system our technical support is available with extensive services. Our comprehensive Service Level Agreement guarantees all-round support in all technical matters throughout the entire cooperation.

Partner

Media production services

Focus areas

If desired, entire campaigns can be created and implemented from a single source. In addition, our design unit creates a wide variety of advertising materials, from the initial idea to the final product. In order to implement effective marketing campaigns, the content is prepared in such a way that it can then be made available to the partners in the marketing management system for individualisation.

Partner

Fulfilment services

Focus areas

Fulfilment services are not performed directly by MEHRKANAL, but by partners with whom we have a long-standing, successful cooperation in these areas.

Partner

Support services

Focus areas

The Customer Support Center is available to all system users. We distinguish between first and second level support. While the First Level Support is available especially for the inquiries of the sales partners, the Second Level Support is the hotline for the company headquarters. In addition to support in dealing with the marketing management system, we also offer our partners on-site training courses to help them implement professional marketing.

Partner

Own systems in the market overview

MEHRKANAL Marketing Management System (MEHRKANAL GmbH)

MEHRKANAL GmbH

MEHRKANAL stands for intelligent marketing performance in decentralized sales structures of centrally managed brands. Our aim is to make marketing plannable, feasible and measurable for our national and international partners across their entire sales structure down to the local partner. With our solution, our services and our consulting approach, we successfully contribute to increasing efficiency and effectiveness.

Provider information

Founding year	2003
Total number of employees	Approx. 120
Number of employees in Germany, Austria and Switzerland	Approx. 120
Locations	Essen (NRW), Germany
Industry specialisation	Cross-industry, special expertise in the automotive and automotive-related industries, insurance, retail and others
Certificates	

Systems and services

MEHRKANAL Marketing Management System
MEHRKANAL Services