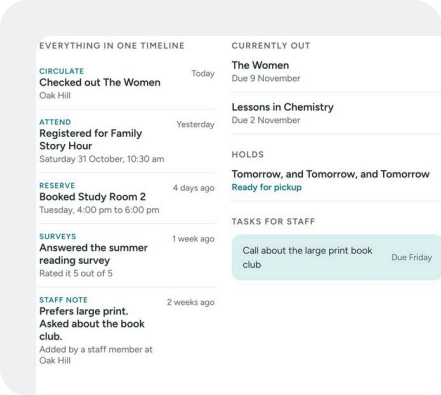
communico one

Nurture

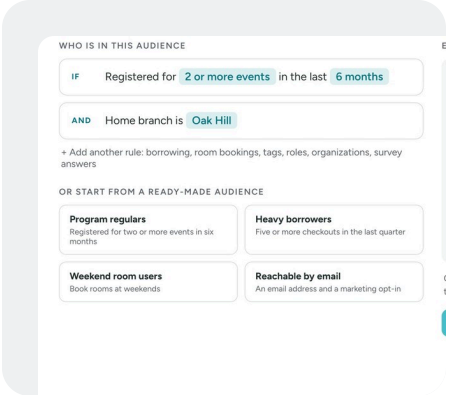
CUSTOMER RELATIONSHIP MANAGEMENT

Nurture keeps one record for every person, then helps you reach the right ones. Build audiences, send campaigns, run follow-up journeys, ask questions and share an inbox.



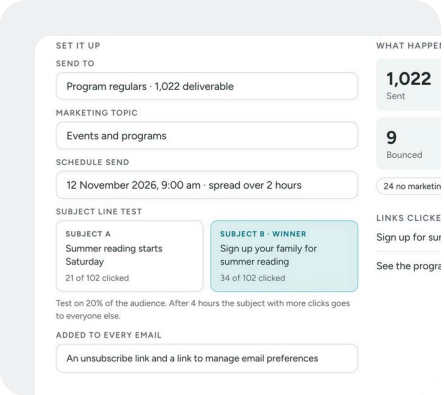
One record for every customer

Loans, holds, events, room bookings, messages and survey answers land on one timeline as they happen.



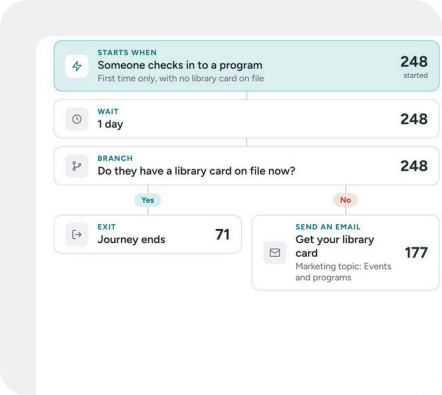
Audiences from plain facts

Choose rules such as events attended or home branch. A live count shows who you can reach before you send.



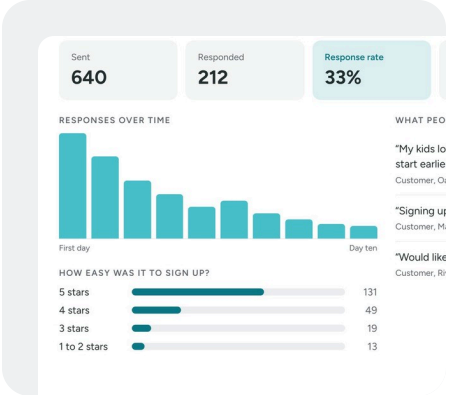
Campaigns by email and text

Pick a message and an audience, then send now or schedule it. Try two subject lines and the winner goes to everyone else.



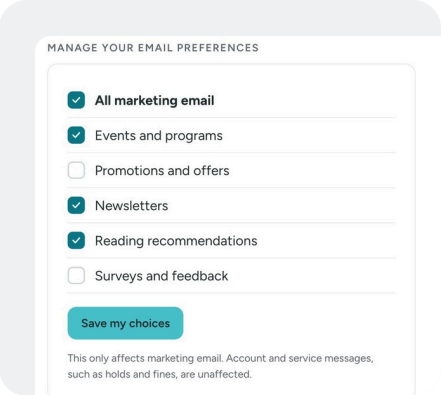
Journeys that carry on

Journeys start when something happens and run without staff remembering to send the next message.



Surveys that keep their answers

Ask at the right moment and keep every answer on the customer record.



Respect every choice

Marketing goes only to customers who said yes, and they can change their mind at any time.

Contact types

Set up your own types, such as customers, teachers, volunteers and partners.

Import a spreadsheet

Match columns and check for duplicates before anything is added.

Households

Link family members so staff see the family together and can send one message.

Quick message

Tell everyone affected at once, such as a branch closure, by email or text.

Shared inboxes

Email, text and chat arrive in one inbox that several staff share.

Organizations and roles

Give schools and partner groups their own record, with the people who belong to them.

One person, one record

Nurture spots the same person under two records and merges them, keeping the full history.

Email studio

Build emails from blocks, with your library's header and footer.

Work queue for staff

One list of what staff need to do next, across every customer.

One-click unsubscribe

Every marketing email carries a link that works with one click and no sign in.



Empower your customers

- Set their own preferences
- Hear from you only when they choose to
- Get a reminder before a card expires



Help staff

- See the full relationship in one place
- Follow up without extra effort
- Share inboxes and reply together

Communico specification sheets
Available to download at www.communico.one

communico one