



Account Balance								
Payment Received								
Rebate Request								
Rebate Processed								
Reward Redemption								
Reward Balance								
<b>Fulfillment-Related:</b>								
Fulfillment confirmation								
Content Delivery (white paper, ebook, results of online calculators)								
Online Calculator Results Delivery (price quotes, calculator results, test results)								
Interaction Confirmation								
<b>Marketing-Related:</b>								
Coupon Provision								
Upgrade notification								
Surveys, polls								
Pre-Event (webinars, trade shows)								
Post-Event (webinars, trade shows)								
Welcome/Welcome series								
Abandoned Shopping Cart								

Abandoned Online Form								
Abandoned Click/Website								
Renewals								
Dormant Account								
<b>Online-Transaction-Related:</b>								
Customer Satisfaction Survey								
<b>Customer-Service-Generated</b>								
Web Chat Transcript								
Questions/Information request								
Response to complements								
Response to complaints								