



CRM - Customer Relationship Management

The Need for CRM

The redesign of our new Real-Time Till has been focused on usability and Customer Relationship Management (CRM). In today's competitive retail environment it is vital to understand buying patterns, reward and be able to engage with loyal customers via email, SMS and social media to develop loyalty and encourage repeat purchases. Therefore we need an effective way to capture customer details and goods sold to them at the point of sale.

How it works

Either on the Till or via the back office system we have developed the CRM module where a customer's details can be entered. Transactions are then attached to the customer. Optional points are assigned to purchases and accumulated onto the customer's account. These points can then be redeemed in store or on-line for purchases.

Cust No	Cust Account	Surname	First Names
1	00000001	Brown	Robert
2	00000002	Jacobs	Michael
3	00000003	MacDonald	Niel
4	00000004	Bamford	John
5	00000005	Gilluley	Stacey
6	00000006	Caldwell	Gay
7	00000007	Ale	Nicklune
8	00000008	Owens	Ricky
9	00000009	Rodgers	Tommy
10	00000010	Kirvic	Callum
11	00000011	Kelly	Kieran
12	00000012	Macdonald	Ronnie

Benefits to the customer

- Feels valued by the retailer
- Discounts on purchases via points and promotional discounts
- Points available to spend displayed on the receipt
- Can use across multiple outlets in different cities or even countries
- Redeem points across multiple sales channels, in store and via web store
- Data is held on the system so customers do not lose the points, as would be the case if a loyalty or gift card is misplaced

Benefits to the retail organisation

- Customers return for more purchases
- Understand buying patterns of loyal customers
- Loyal customers can be easily identified
- Targeted marketing campaigns by product type, customer type, regions etc.
- Intelligent reports looking at customer sales, performance of sales assistants etc.
- Integration of ePoS system to eCommerce for maximum customer retention