◆ **Key Features of a Shopping Mall CRM System**

◆ **1. Customer Management**

- Register and manage mall visitors.

- Capture customer data: name, age, gender, preferences.

- Track footfall and frequency of visits.

- Maintain loyalty points and reward history.

◆ **2. Tenant (Shop) Management**

- Store details of each outlet/shop.

- Track lease details, contact persons, billing, and rent payment.

- Feedback and service request tracking from shop owners.

◆ **3. Loyalty Program Module**

- Issue loyalty cards (QR code or number based).

- Points on purchases, redemption rules.

- Special offers for VIP customers.

◆ **4. Event and Promotion Management**

- Manage mall-wide events (e.g., sales, festivals, contests).

- Invite and register customers for events.

- Track participation and feedback.

◆ **5. Marketing Automation**

- Send SMS/Email campaigns.

- Segment customers (e.g., high-spenders, new visitors).

- Offer coupons or discounts.

◆ **6. Feedback & Complaints Module**

- Customers can submit complaints or suggestions.

- Assign to relevant departments and track resolution.

◆ **7. Analytics & Dashboard**

- Daily/weekly footfall.

- Customer satisfaction rating.

- Shop performance.

- Marketing ROI.

◆ **8. Mobile App / Kiosk Support**

- Self-service kiosks to register, check points, view offers.

- Mobile app integration for engagement.