# Coin CRM

## At a Glance

Coin CRM is a platform that can be integrated with the customers’ existing legacy or modern databases. It can also be interfaced with POS solutions of retailers. Using the data gleaned from sales activity and customer behavior, Coin uses AI to identify customer profiles, predict sales forecasts etc. to roll out smart Omni-channel campaigns. The platform is also supplemented by a robust and easily customizable reporting and analytics platform.

A short summary of the platform’s major modules and features are listed below

### Member Module

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| * Import | * Create | * Search | * Ticketing | * Transaction |

### Marketing Module

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| * Promotion | * Campaign | * Criteria | * Newsletter | * Survey |

### Utilities Module

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| * Scheduler | * Letter Templates | * Audit | * Products | * Activities |

### `Reports Modules

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| * KPI Report | * Survey | * Campaign | * Ticket | * Sales |

From a user perspective, users are presented with a

* Context sensitive Dashboard
* Advanced Settings panels to customize their view
* Entitlements based reports
* Gift cards as one of its product lineup (configuration and design)

## First Impressions

The product seemed very well rounded. The features that were advertised seemed to be working well. The meat of the presentation was related to the analytics and reporting capability of the product. However the full capability of the advertised platform remains to be verified.

For Example, The platform developers expect the burden of integration of the application with POS devices with the various POS solution providers. This seemed to me like a major stumbling block.

The capability of the application’s ability to integrate natively with customer’s database (legacy as well modern) seemed to be naively positive

On the whole, my first impression was that the application best suited for a “mom and pop” chain where everything was build according to the application developer’s specification.

Integration with a well-established retail chain seemed challenging.

These were my first impressions, a closer inspection of the product might reveal otherwise.