

# CONTROL – Retail CRM

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## INTRODUCTION

Some research suggests it costs five times more to gain a new customer than it does to keep a current customer. Whatever the real figures, Customer Relationship Management (CRM) is a cost-effective and sensible strategy if you're looking to deliver a healthy bottom line in a competitive retail environment.

### **CONTROL CRM database and analysis tools assist and benefit in the following ways:**

- > You can track and measure customer buying behaviour, changing tastes, preferences and lifestyle, which then lets you market/promote/sell to customers accordingly
- > Improves customer service and thus increases customer satisfaction
- > Strengthens customer loyalty and branding power
- > Increases lifetime value of your customers
- > Enables you to target new customers that closely fit the profile of current customers
- > Helps you deliver a better return on your inventory investment

CONTROL CRM is also **closely integrated with other CONTROL modules providing complete retail management such as Point of Sale, ePOS (online store), Order Entry and Invoicing, Sales & Profit Analysis, Inventory Management, Replenishment, and Financials.**

## CONTROL CRM FEATURES

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### **Customer database: record customer demographics, history and preferences**

Details of new customers can be captured at the POS instore, your online store, eBay, Facebook, etc., helping you steadily build a growing list of customers you can easily and quickly tap into with segmented and specific marketing and promotional activities.

- CONTROL CRM is flexible as it allows you to capture both basic and specific customer data so you can develop an accurate profile of your customer and thus be in a better position to build a personal relationship with them; market more effectively, and increase sales. **New customer details captured can include:**
  - > Name (first name, last name, title, etc.)
  - > Gender
  - > Address
  - > Mobile and other phone numbers
  - > Email address
  - > Birthdays and anniversaries
  - > Configurable customer demographics: You decide what other data you want to capture. For example, occupation, favourite colour, favourite brand, newsletter mailing list subscriber, etc.
  - > Private or public notes can be recorded on a customer's record.

## Search and find customer records easily and quickly

CONTROL CRM provides a variety of search options so regardless of the size of the customer database, you can **find the right customer easily**.

- A customer can be selected at any time during a transaction using the following options:
  - > scanning a loyalty card barcode
  - > swiping a loyalty card magnetic stripe in a Magnetic Strip Reader (MSR)
  - > first name
  - > last name
  - > mobile number
  - > other phone number
  - > town or city, or
  - > any part of the above fields.

If the entered details match more than one customer in the database, then the operator is presented with a list of matches and can choose one.

## Cross-sell, upsell and offer personalised shopper discounts

CONTROL CRM encourages shop floor staff to customise sales offerings or offer personalised discounts to customers which increases sales and enhances the customer shopping experience.

- Depending on how you configure CONTROL CRM, **sales staff at the POS are immediately alerted to customer information and updates such as:**
  - > Details of any 'birthday' or 'anniversary' around the current date
  - > Details of the customers' most recent purchases
  - > Any promotion that is available to the customer based on the birthday or age of a member of the customers' family
  - > Current public notes on the customer

## Loyalty Program and Rewards Management made easy

Loyalty programs are proven to work, especially if they make customers feel they are receiving exclusive access to discounts and special offers, and CONTROL CRM makes it easy for you reward loyal customers.

- CONTROL CRM comes with **sophisticated yet easy to manage loyalty program** functionality, and includes the following:
  - > Loyalty points accumulation, redemption and reporting
  - > Loyalty points accumulated on an item purchased can vary based on the customer, the customer's current point balance, the product group and the day the item is purchased.
  - > Depending on the system configuration, loyalty points can be redeemed at the POS for a discount or can be converted into a gift or discount voucher.
  - > If redeeming points at the POS, CONTROL ensures that the total points redeemed are not more than the points available.

- > Customers whose first purchase is on an integrated online store or via an integrated eBay listing will be automatically added to the customer database, with the customer grouping, and loyalty point accumulation options pre-determined based on the source of the customer.

## Powerful analytics drive successful marketing and promotional campaigns

CONTROL CRM enables you to analyse customer data providing a constant stream of fresh insights into their purchasing behaviour and preferences.

- The back office/head office filtering and data extraction functionality includes:
  - > Total 'lifetime' sales for this customer
  - > Total sales in the last 12 months or other period
  - > Current loyalty points balance
  - > The type of products the customer is buying
  - > Demographics, e.g. mailing list subscriber, occupation, favourite colour, etc.
- CONTROL CRM enables you to use the above insights to create targetted marketing and promotional campaigns which can be sent by SMS, MMS, email or snail-mail.
  - > SMS and email templates can be maintained. The templates allow for variable insertion such as first name, last name, current loyalty points balance, etc.
  - > Customers can be selected for an SMS or email marketing campaign based on a large variety of parameters including:
    - If they purchase a particular type of product in a definable period
    - If their points balance is greater (or less than) a specified period
    - If they haven't received a promotional offer within a defined period.
  - > Once a customer list has been determined, it's an easy task to select the SMS or email template and generate customer specific messages.
  - > If you have multiple lists or want to send both an SMS and email message, you can still ensure that customers only receive one copy of the offer. You can also ensure that, for example, a customer is not contacted more than once a fortnight.
  - > Each generated communication with a customer is automatically recorded, and staff can record notes about any other communication with that customer. All notes are also available to other authorised users.

## SUMMARY

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Utilising CONTROL CRM enables you to quickly and easily connect with the most lucrative consumers – your current customers. CONTROL CRM also enables you to improve customer service and increase customer satisfaction as your staff is armed with up-to-date 'intelligence' on individual customers.

Most importantly CONTROL CRM enables you to offer superior service to a multitude of customers due to its automated customer tracking and analysis tools that can prompt your shop floor staff into personalised selling, and enables your marketing team to execute highly targetted promotions.

Significantly, CONTROL CRM has been designed by Creative Computing, a retail software vendor of more than 25 years where we aim to deliver practical retail software innovations that assist retailers to compete better locally and internationally.