



## Retail Customer Relationship Management (CRM) Solution

In today's highly competitive and dynamic business environment, companies in all industries, especially retail, are looking at customer relationship management (CRM) as one of the ways to achieve sustained competitiveness and profitability. Building customer retention and loyalty in high-valued customer segment remain the top strategic direction of many companies.

To create sustainable competitive advantage, retailers need a CRM solution that enables them to identify valuable customers, understand these customers' needs and value, develop customized services and products, and create effective sales and marketing programs to drive revenue. This is where PCCW Solutions' retail CRM solution comes in.

PCCW Solutions offers a one-stop, hassle-free CRM solution to equip retailers with marketing automation capabilities that improve productivity, shorten time-to-market and enhance customer experience.



### Key modules of retail CRM solution :

#### **Lifetime customer management**

The CRM solution gives you the capability to easily create and maintain a clear view of customers from first contact through purchase to post-sales. It helps you keep track of lifetime member purchases and interactions in one customer profile view. It enables a full lifetime view of customer profiles and history information of membership periods. Retailers can identify customer needs and buying behaviors, analyze growth trend of their consumption ability, and adopt a consistent channel strategy in communication and interaction with individual customers, enabling you to increase cross-sell and up-sell opportunities.

## Campaign management

Campaign management module helps you develop unique marketing campaigns with your own choice of campaign target criteria, identify customer segment based on demographics and purchase patterns, automate campaign alerts to sales team and generate program response tracking reports. Retailers can enjoy the benefits of finer targeting, higher campaign success rate, shorten time-to-market and reduced marketing costs.

## Loyalty program management

It is important to identify your profitable customers and develop programs to increase the loyalty of this group of customers. Loyalty program consists of a series of rewards, privileges, exclusive deals and offers. Our solution automates loyalty program processes, such as membership tier upgrades, renewals and expiration of membership points, for smooth administration free operation.

## Voucher management

A closed loop voucher process assures that the system keeps track of each individual voucher. If a voucher is reported lost it can be blocked. You have full control of voucher statistics like voucher liability, usage etc.

## Analytical reporting

A range of reports visualizes the customer loyalty and marketing performance providing the knowledge needed to fine tune efforts for highest ROI on marketing activities. Interactive pivot reports deliver intelligence and insight on customer's purchase patterns and segmentation predicting customer behavior to build higher customer lifetime value.



## Customer benefits:

The retail CRM solution is a perfect solution to address customers' increasing demand in nowadays retail industry. It helps retailers to enhance customer loyalty and achieve greater profitability by:

- Reducing costs and time to run effective marketing campaign
- Enabling your company to better structure and execute customer loyalty programs with continuously collected, updated and analyzed customer data
- Enabling consistent customer interaction across channels and facilitating customer profile analysis
- Creating personalized campaign by customizing your own campaign target criteria
- Enabling up-selling and cross-selling of products and services over customer life cycle
- Tracking marketing performance in real-time

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