

## CUSTOMER RELATIONSHIP MANAGEMENT

Manage your most valuable resource – your customers. The independent retailer will never compete with big boxes and discounters on price, and sale advertising is seldom effective in more than training clients to wait for sales. However, where the discounter can't compete is in well-developed one-to-one marketing efforts that focus on personal attention and friendly service



### DETAILED PROFILES

- Unlimited User Defined Demographics
- Date-sensitive Addresses
- Contact History
- Follow-up Reminders
- Track spending history regardless of tenders used
- Sales History Drill Down
- Track sales by transaction and SKU
- Comprehensive Activity Log
- Zip Code Analysis
- Instantly create letters, postcards, emails and call lists for your customers

### DATA MINING

- Flexible selectivity based on all fields in the Customer file and sales history
- Broadcast Emails
- Mail Merge Files
- Export Files
- Suspend/Restore Charge Privileges
- Change Demographics

With **Merchant Plus!** you can help your associates better know your customers and build lasting loyal relationships. Instantly retrieve detailed information about your customers and efficiently target your marketing efforts toward meeting their needs and preferences. Automate your personal trade files to retain relationships between your customers and your company, and avoid losing important customers when sales associates change jobs.

Each time your customer is contacted, a record can be stored in their file, including creation of a reminder to assure efficient follow-up to open issues. Personal emails, faxes, or printed materials can be easily created on the fly.

More importantly, the system has a powerful data mining system that allows you to target your marketing promotions and contacts based on very specific customer preferences that make even mass marketing efforts personal.

***Direct one-to-one marketing is the least expensive and most effective use of your advertising budget!***