

UTC RETAIL™

CRM

CUSTOMER LOYALTY SOLUTIONS

"I can say with confidence we made the right choice when we selected UTC RETAIL."
— Morley R. Golden, Silver Creek Outfitters

"The installation of UTC RETAIL CRM has been so smooth, I keep asking myself: 'what have I missed?'"
— Mike Culwell, Culwell & Son

UTC RETAIL CRM is a customer loyalty solution that gives retailers a greater understanding of their customers by capturing their shopping patterns and preferences.

Designed to be integrated with the UTC RETAIL Gift Card solution, UTC RETAIL CRM is a comprehensive program that helps you build closer relationships with your customers. It gathers information and creates lists that allow you to target customers personally and individually based on distinct details like birthdays, favorite brands, and optimal price ranges.

Armed with this knowledge, you can design customized programs that increase loyalty and sales through special offers, direct marketing promotions, referrals, and add-on purchases. UTC RETAIL CRM makes it easy for your sales people to maintain contact by creating campaigns, tasks and reminders, as well as track the return on investment.

KNOW YOUR CUSTOMERS AND KNOW A MORE PROFITABLE FUTURE.

UTC RETAIL CRM:

- Interfaces with UTC RETAIL Gift Card solution for comprehensive customer information and promotion management.
- Provides data analysis of customer sales information, enabling you to capture information on first-time customers, inactive customers, brand preferences and profitability by customer.
- Build special promotions and create campaigns that are easy for sales associates to implement and track.
- Contact customers when favorite products or brands arrive or send special birthday offers.
- Create and send personalized communications such as thank-you letters, invitations and birthday/greeting cards, building more intimate relationships with your customers.
- Target special offers based on various criteria.

DYNAMIC CAPABILITIES

IMPROVE OPERATIONAL PERFORMANCE

ADDITIONAL FEATURES:

UTC RETAIL CRM allows you to understand your customer better and create actionable campaigns based on a range of details.

CUSTOMER PROFILE.

- Men/Women/Children
- Birthdays
- Interests: sports, music, books
- New Customer
- State, City, Zip
- Price Levels

SALES HISTORY.

- Vendor
- Class
- Sub-Class
- Item
- Department
- Attribute: size, color, etc.

CUSTOMER STATUS.

- Customer Loyalty

CHANNEL TYPE.

- Store Shopper
- Catalog Shopper
- Web Shopper

CAMPAIGN.

- Email
- Telemarketing
- Direct Mail

Use UTC RETAIL CRM to understand your customers better, improve customer loyalty, and increase sales.

CUSTOMER LOYALTY Solutions

WE KNOW RETAIL SOLUTIONS.

UTC RETAIL provides complete software, hardware, and service solutions that reduce costs and improve operations and customer loyalty. We are known for our innovative multi-channel merchandise and store automation software solutions. We have over 335,000 store-level POS installations in the US. In independent research studies, UTC RETAIL has been consistently ranked as an industry leader for technology innovation, service, support, and reliability.

FOR MORE INFORMATION OR A DEMONSTRATION OF UTC RETAIL CRM, CALL 800-349-0546
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SOFTWARE | HARDWARE | SERVICE

UTC RETAIL™