



Clienteling

Enrich customer engagement, expand top line growth

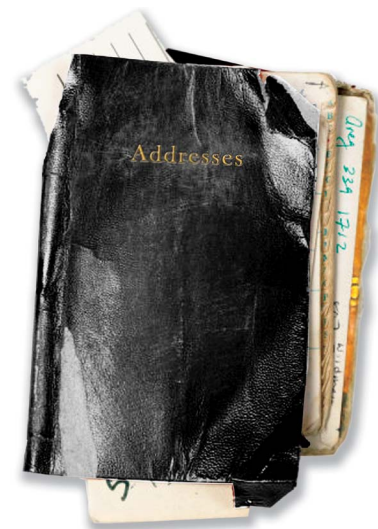
Increasing store traffic, providing an exceptional in-store customer experience, and building brand loyalty are essential goals for most retailers. So it's unfortunate that key metrics like Recency-Frequency-Monetary Value (RFM), Average Order Size, Customer Lifetime Value, Same Store Sales, and more can become elusive in all the hustle and bustle.

Retailers know that developing personal relationships between store associates and customers is the surest road to increasing wallet share and fostering brand loyalty. Top performing store sales associates build personal relationships with their top customers. They know their customers' product and style preferences, past purchases, even personal information at times like anniversary dates, birthdays, and more.

Traditionally, this information was manually tracked in the sales associate's 'black book'. Top performers would naturally reach out to their customers based on upcoming promotions or in-store events, or prior to a key upcoming date like a birthday or anniversary. Efforts like these drive store traffic and increase store conversion. Unfortunately, this model for effective selling is neither repeatable nor scalable.

Retailers have attempted to solve these challenges through non-actionable, scalable, or repeatable CRM solutions, and other manual processes. But RedPrairie's Clienteling solution automates customer engagement best practices while also empowering store sales associates with greater product and customer information, providing the ability to drive customer engagement interactions and outreach.

Clienteling processes are specifically designed to drive more customer traffic into the store through personalized one-to-one customer interaction between the sales associate and customer. When a customer comes in to the store Clienteling helps empower the sales associate with a full 360-degree view of the client, including data on demographics, lifestyle and preferences, and a "virtual closet" with purchase history, product images, transaction dates, and purchase location, as well as recommended complementary items.



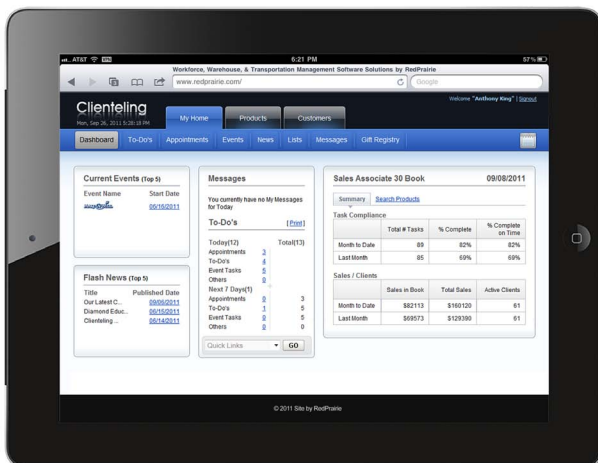
Ultimately, RedPrairie Clienteling is a purpose-built solution for customer engagement that can improve sales performance, increase in-store conversion, and drive brand loyalty.

Clienteling Is a Way To:

- Automate best practices in the store for customer engagement
- Get increased, predictable traffic patterns into the store that are targeted and purposeful
- Provide exceptional in-store customer experience by empowering sales associates with greater information about customers, products, relevant cross/up-sells, etc.
- Provide personalized experience to high value/segmented customers
- Monitor and audit sales associate compliancy
- Ensure valuable black book data is securely retained regardless of employee attrition

Clienteling Financial Impact:

- Measurable Recency-Frequency-Monetary Value (RFM)
- Measurable employee productivity
- Increased order conversion rate
- Increased average order value
- Increased average lifetime value
- Increased same store sales



RedPrairie Clienteling can be deployed on most popular mobile platforms.

Capabilities:

- Automating and standardizing in-store best practices
- 360° view of customer
- Virtual closet
- 360° view of product
- All-Channel order visibility
- Save the Sale order capture within the store
- Store level task management and compliance tracking
- Gift Registry/Wish List
- POS and Mobile touchpad deployment in the stores
- Relationship Management for automated Sales Associate task management and customer outreach