

# CUSTOMERCENTER

*Winning customer loyalty*



Success in the highly competitive retail markets depends on being able to convert shoppers into loyal customers, who are used to habitually spending in your store.

## Counting the Cost of Loyalty

Winning new customers can be a costly business. However, as most retailers already know, the majority of profit comes from loyal customers, so using relevant offers and promotions to retain and grow their custom is essential. This requires the organisation-wide collection and sharing of customer information to form a consistent, single customer view that can be accessed by sales, customer service, Web-shopping or retail outlet personnel.

## Fujitsu CustomerCENTER

Fujitsu's CustomerCENTER is a full Customer Relationship Management (CRM) solution with a wealth of features to help you deliver excellent loyalty programs and successful targeted offers and promotions to your customers.

From a centralised repository, CustomerCENTER provides a real time link of up-to-date customer information to multi-channel points of service and sale across all your operations. Information such as profiles, preferences, contact and purchase history, and progress towards promotions allows the retailer to deliver a wealth of specific and relevant high-value services to customers in an instant.

CustomerCENTER modules include:

- Relationship Manager manages the centralised database that links and maintains up-to-date customer information, including a detailed profile, transaction history and loyalty status, at all points of service
- Loyalty Manager is a powerful application for managing the award of customer loyalty-based offers and promotions in real time, and it uses the offer and promotion capabilities built into Fujitsu GlobalSTORE and other select intelligent POS systems very effectively
- Campaign Manager provides the tools to create unique promotions aimed at specific customer groups, based on a chosen profile and behavioural criteria
- Analytics Manager integrates customer and business data from multiple operational systems, enabling sophisticated reporting and analysis to support the creation of effective marketing campaigns and sales strategies.

**DATASHEET**  
**RETAIL - CUSTOMERCENTER**

**Fujitsu's CustomerCENTER**

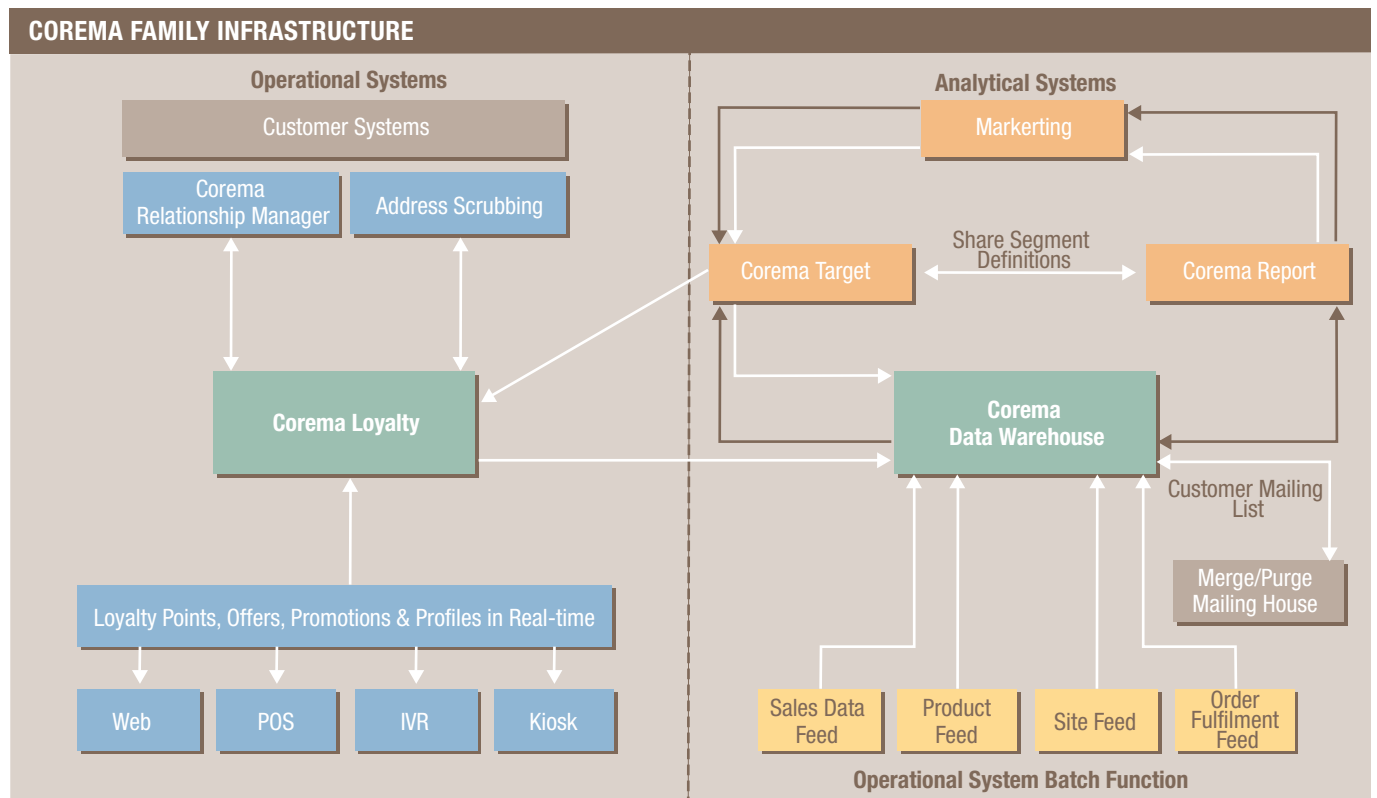
Fujitsu's Corema provides retailers with a number of significant benefits:

- **Increased revenue** - optimised sales through cross-sell and up-sell activities and the rapid response to customer needs
- **Improved customer loyalty** - increased customer choice and satisfaction with highly targeted promotion activities at the shelf or POS
- **Effective use of resources** - marketing expenditure and offers can be targeted accurately, with access to real-time customer information and loyalty management at Point of Service
- **Greater operational flexibility** - agility to respond to changing market conditions and deploy staff effectively
- **Improved decision making** - deeper understanding and profiling of customer buying behaviour.

**Fujitsu in Retail**

With a 30 year track record of working successfully with leading retailers around the world, Fujitsu is totally committed to supporting the needs of the retail sector in the move to an integrated and responsive decision-support environment through the flexible and strategic deployment of IT services.

At the heart of Fujitsu's retail strategy is the provision of an integrated in-store IT services offer, ranging from point of sale (POS), through self-checkout and shelf-edge systems, to loyalty and commercial systems that deliver in-store promotions. Fujitsu is also extending our services down the full retail value chain to provide supply chain visibility services, with real-time sense and respond management that reduces stockholding, saves costs and improves product availability.



**ASK FUJITSU**  
Contact us on +44 (0) 870 242 7998 or [askfujitsu@uk.fujitsu.com](mailto:askfujitsu@uk.fujitsu.com) or visit [uk.fujitsu.com](http://uk.fujitsu.com)