

Customer **CENTER**[™]

Customer Management Application Suite



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Know Your Customers

Cultivate customer loyalty and generate higher ROI



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Fujitsu's CustomerCENTER is a suite of customer marketing and management applications that helps you gain *comprehensive knowledge* of your customers. With this knowledge you can increase sales, drive customer loyalty and improve customer service to generate a higher return on investment.

The CustomerCENTER modules connect seamlessly to multi-channel applications (online, enterprise, POS) through Fujitsu's *Pervasive Retailing Framework*, enabling you to collect customer information real time. And CustomerCENTER gives you the tools to turn this information into timely and *effective* marketing programs.

In addition, you can leverage the data you collect through CustomerCENTER along with your store and enterprise data to improve store/supply chain efficiencies. For example, ensure availability of product, run promotions on products carrying excess inventory or upsell to your customer base.

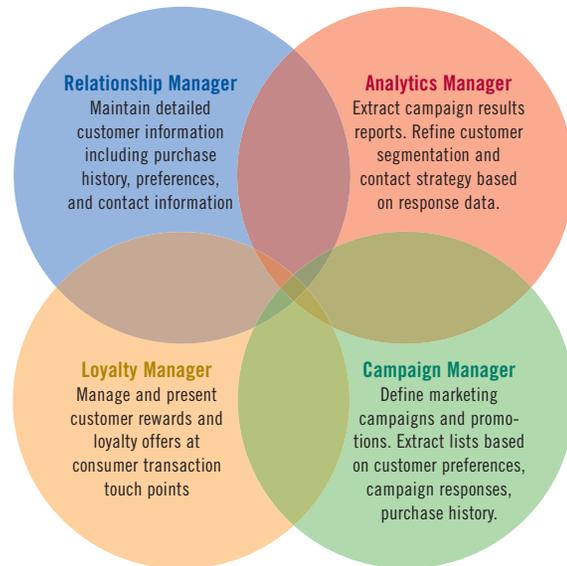
- **Enterprise data management** Helps you effectively manage operations through a consistent and holistic view of your enterprise.
- **Multi-channel support** Allows you to capture data and make it available in real time across all channels.
- **Ease of use** Offers graphical or browser-based interface and views defined by user groups.
- **Flexibility** Easily integrates with other customer management applications.
- **Scalability** Adapts to your changing needs with the ability to add modules.
- **Proven Performance** Allows updates and access in real-time and supports thousands of transactions per hour.



Choose from four modules

CustomerCENTER consists of four modules that can run individually or in combination to form a more robust customer management program.

- Relationship Manager
- Analytics Manager
- Loyalty Manager
- Campaign Manager



CustomerCENTER Relationship Manager

Relationship Manager provides a real-time, multi-channel view of individual customers that's made available at all customer touch points, help desks and corporate management systems. Because you can collect and access data through a browser-based application at any touch point throughout the enterprise, you can use this information to develop the appropriate marketing programs for your customers.

With Relationship Manager you can manage customer profiles such as demographics, contact information and preferences, and householding (parent/child) relationships. Relationship Manager also allows you to:

- Track customer behavior, preferences and history.
- Group customers into segments using characteristics and hierarchies.
- Maintain data integrity through an address standardization option.
- Identify customers through multiple data variables including card numbers, phone numbers, addresses, etc.
- Access customer preferences, such as size and color, or view previous purchases to provide more personalized service.
- Support multiple shipping addresses.

Relationship Manager makes it easy for you to know, recognize and remember your customers so you can provide superior service by tailoring messages and products to their needs.

CustomerCENTER Loyalty Manager

Loyalty Manager is a powerful application for managing the award of customer loyalty-based offers and promotions in real time. It easily integrates with multiple channels and provides all divisions of your retail organization access to the same marketing program data.

With it you can improve point-of-service interactions and offer targeted awards or discounts to your valued customers. Loyalty Manager gives you the flexibility to build promotions based on different customer attributes such as:

- **Continuity offers** Rewards for progress towards special offers (e.g., buy five deli sandwiches, get one free).
- **Points** Long term loyalty programs that feature rewards of merchandise or trade for tickets, special events, partner programs.
- **Targeted messages (e.g., on sales receipt)** Promote upcoming events or provide lifestyle information.
- **Integration across channels** Capture the same data regardless of channel (in-store, online, kiosk, catalog, etc.).

Loyalty Manager provides the tools you need to retain your current customers' loyalty—and win loyalty from new customers.



CustomerCENTER Analytics Manager

Analytics Manager helps you run your business more productively by integrating and analyzing customer and business data from multiple operational systems. It provides consistent, accurate and usable data that enables you to create the most effective marketing campaigns and sales tactics to drive increased revenue.

The reporting feature of Analytics Manager lets you create user reports and analyze business data. Predefined reports can be viewed through a browser interface, or users can design and extract custom reports. Some examples of basic reports included in the Analytics Manager package include:

- Basic sales (sales by year, by region, etc.)
- Loyalty program take-up (membership penetration over time, by location, etc.)
- Merchandise performance (sales by category, item banding, etc.)
- Customer banding (deciles, decile movement, item sales by decile, etc.)
- Basket analysis (customer purchase habits)
- Promotion & offer progress reports (offer progress, lift analysis, etc.)
- Customer store mappings (customer zip-codes per store, etc.)
- Product sizing (sales by size, etc.)
- Customer referrals
- Customer attribute reports (e.g., birthday counts)

For data integrity and sophisticated reporting and analysis, Analytics Manager is the right solution.

CustomerCENTER Campaign Manager

Campaign Manager gives you the flexibility to create unique marketing campaigns based upon analysis of real-time customer and business data. It provides the tools to define and map customer segments based on profile, purchase history, response history, and any defined variable contained within the Relationship Manager, Loyalty Manager or Analytics Manager modules.

Coupled with CustomerCENTER's reporting capabilities, Campaign Manager also provides a view of campaign performance to help in planning future promotional programs. And this module provides the tools to:

- **Segment customers** Define the customers that will provide the best return on investment for your campaign.
- **Conduct trial runs** Before implementing a full-blown campaign, you can measure the impact—and determine associated costs—on a test group, and fine-tune until the numbers suit your intention.
- **Automate list extraction/distribution** Extract a set of customers associated with an executed promotion automatically and forward to the appropriate promotion delivery vehicle (mail house, real-time POS, etc.).

When integrated with the rest of the CustomerCENTER suite, Campaign Manager provides the tools you need to increase the success of your marketing campaigns.

For more information on the CustomerCENTER suite, contact Fujitsu today.

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