

Fact Sheet

FUJITSU Retail Suite

CustomerCENTER™

A multi-channel solution

The challenges

There is no arguing that Customer Relationship Management (CRM) is key to successfully running any business. It's great in theory, but how do you implement and run such a program efficiently to exploit all the potential benefits a good CRM program can provide?

CustomerCENTER is a Fujitsu multi-channel CRM Suite that provides a high function, proven solution for retailers, like you, looking to better manage their customers and increase sales through targeted promotions. You understand the advantages to building and retaining customer loyalty—advantages that result in larger transactions, greater sales and profit. Customers want to feel special; they want a consistent shopping experience across the channels and they want to be rewarded for their loyalty. CustomerCENTER allows you to target customers, know their shopping behaviors and preferences and reward them for their loyalty.

Across the channels

Customers expect a seamless, consistent shopping experience across the channels. You want a single view of the customer no matter where they shop. CustomerCENTER provides a cross-channel CRM solution that knows the customer whether they shop on the Web or in the store. It provides a solution that rewards customers with targeted offers, points and promotions no matter where they choose to shop, and CustomerCENTER provides a single consolidated view of all your customers' shopping behaviors across the selling channels.

One CRM Solution supporting all the selling channels—one view of the customer—one suite of CRM tools.

One suite of solutions

The CustomerCENTER is designed to provide you, the retailer, with a seamless, integrated loyalty solution, while providing your customers with a user-friendly, integrated shopping experience. Enroll new customers with Relationship Manager, and learn who they are and what they buy. Deliver those campaigns with Loyalty Manager while providing customers a rewarding shopping experience.

Relationship Manager (know your customer)

Relationship Manager is the component of CustomerCENTER that lets you collect and manage information about your customer. Relationship Manager provides a way to collect personal data, such as name, email, and shipping preferences; sales data from all the selling channels; and item data which assures that you know exactly what your customer is buying. Relationship Manager is all about knowing who your customer is, what they buy, and what their buying and shopping preferences are.

Loyalty Manager (reward your customer)

Loyalty Manager is the rewards engine for CustomerCENTER. With Loyalty Manager you can centrally manage complex promotions, accumulate points that can be redeemed for merchandise, and segment customers into many groups and clubs that promote increased



How do you manage your customers and increase sales through targeted marketing and promotions?

- Need a better way of tracking your customers' buying habits?
- Is collecting and using customer data way too complicated?
- Challenged on how to let your customers know how much you appreciate their business?
- Is creating targeted campaigns just a waste of money?

loyalty and shopping. Loyalty Manager helps you make customers feel special. With Loyalty Manager you will be able to: reward your best customers, promote them into higher levels of spend, and turn occasional shoppers into repeat customers. Once you know who your customers are, Loyalty Manager allows you to reward their shopping behaviors.

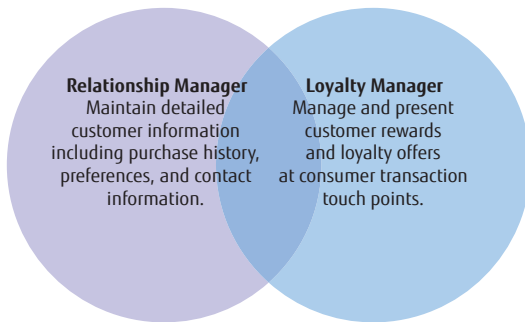
Mobile Loyalty Application

The ability to reach your customers through their preferred means of communication has moved many retailers to engage in a mobile strategy. CustomerCENTER's Mobile Loyalty Application provides your loyal customers with the ability to view in real-time their current offers, coupons and targeted rewards. Additionally, they can check their loyalty

status and profile as well as access their recent transactions at an item level, without having to find the item or receipt when making their next visit to the store, providing convenience when purchasing complimentary items.

The Fujitsu difference

Fujitsu is your one-stop resource for Retailing solutions. We offer a complete range of application software, including point-of-service, data management, and centralized returns. We also deliver the hardware and services you need to excel in today's challenging retail environment and will partner with you to significantly lower your store technology costs - not only in the beginning, but over the entire life of your system.



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