ENGAGE
Real Time Customer Analytics + Loyalty Management

Execute Customer-Centric Initiatives on Single Platform

Design and deliver relevant, timely, targeted campaigns with real time insight into results with ENGAGE Customer Analytics and Loyalty Management. It combines customer analytics, segmentation, campaign design, execution, and performance metrics into one unified platform. By bringing together all the elements, ENGAGE reduces errors, operational drag and long lead times - all while boosting customer engagement, loyalty and revenues.

Run Campaigns Faster, Smoother, Smarter

ENGAGE brings everything together - from design to execution, analysis and planning your next move. It is the single platform solution for every customer-centric initiative.

- **Unified platform for campaign design, segmentation, execution, analysis**
- **Design & measure targeted, relevant, permission-based campaigns**
- **Real-time communication in-store, online**
- **Execute customer-centric initiatives without straining limited IT resources**

Engage, Measure, Compete

With real time insights and tools, **ENGAGE** helps retailers create greater intimacy with customers and gain sustained competitive advantage. It allows marketing organizations to speak directly to customers – how and when they prefer - improving engagement and results.

ENGAGE centralizes purchase history, preferences and interests. It seamlessly combines the customer information with advanced tools for segmentation, promotion and analysis. An affordable solution, **ENGAGE** enables you to execute customer-centric initiatives without taxing limited IT resources.

Those running customer analytics and loyalty management systems often have to manage multiple systems, platforms and several manual steps. **ENGAGE** brings disparate systems together, quickly providing a cohesive view of each program.

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ENGAGE - Real Time Analytics and Loyalty Management
Recognize, reward and engage your customers

ENGAGE combines customer analytics, segmentation, campaign design, execution and performance metrics onto one unified platform. Its streamlined design helps you plan and deliver more strategic campaigns - measuring impact as you go.

One Customer View
By integrating all customer information into one central customer view, **ENGAGE** gives you one version of the truth - reducing errors and improving decision making.

Simple, Effective Segmentation
ENGAGE makes segmentation easy and intelligent – delivering different messages to different customer groups using varied methods. Take loyalty/POS customer data and segment customers into logical groups by recency, frequency and profitability. Then provide targeted offers via email, SMS, social or other channels. Also, measure the offers by either revenues or profitability.

Increase Loyalty with Best Communication
Deliver the right offers to the right people using the customers' preferred communication method: email, SMS, social or others.

Make Better Decisions
Retailers leverage **ENGAGE**'s interactive site, customer, product, campaign and geographic analytic tools in real time to understand trends and customer tendencies. Track individual customer segments and get insight into the contributions they make to both margin and overall revenue.

Flexible, Rapid Deployment
With **ENGAGE**, you choose your best-fit deployment model. It can be installed at headquarters, in stores or a combination of both. **ENGAGE** implements quickly to give you faster results.

Our client successes include:

- **Tailored Campaigns achieve 5% improvement in margin for VIP segment**
- **Personalized messaging drives 75% improved results in e-mail/SMS campaigns**
- **Over 10% Increase in sales from loyalty program members**
- **70% reduction in operating costs**

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