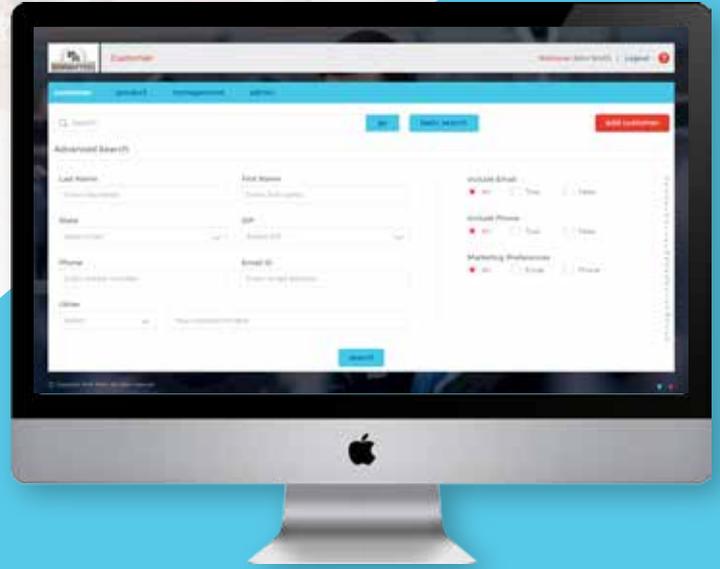


# Veras Reach

## Customer Engagement

With Veras Reach, you can understand and proactively manage each customer's shopping experience at every point of interaction.



Profitably Understand and Reward Your Valued Customers with CRM Built Exclusively for Retail

### At a glance:

- Robust retail-specific CRM solution providing centralized customer management including tagging, segmentation and data integrity tools
- Targeted marketing based on cross-channel purchase history
- Powerful tracking tools for measuring marketing campaign effectiveness
- In-store clienteling tools
- Loyalty module with configurable points accumulation and reward strategies

# Benefits

- Deliver superior personalized customer service
- Increase customer satisfaction and loyalty through a unified shopping experience
- Enhance lifetime customer value to your business
- Create more profitable campaigns with increased response rates and conversions

## Gain a 360-Degree View with Customer Scorecard

Understand the value of a particular customer to your business with the customer scorecard, including purchase frequency and promotional response behavior. Your associates can deliver personalized service, such as guiding customers to merchandise that matches their preferences or previous transactions. In-store clienteling capabilities enable enhanced high-touch service in-aisle or via outreach communication to cater to your best customers.

## Collect, Query, Analyze and Manage Customer Data from a Single Point

Easily update customer records and access real-time information while interacting with your customers, including multiple addresses and social media profiles. You can also capture and track vast customer demographic data. Gain insight into your customers' buying patterns with comprehensive transaction history – including receipt amounts, products purchased and returned, dates and times, and promotions applied – by customer, by channel.

## Understand and Profitably Target Your Customer Base to Drive Sales

Strategically segment your customers into aggregated classifications to help define buyer personas and the most appealing offers. Target your promotions and price events to the customers most likely to respond, while avoiding unnecessary steep discounts. Use Reach to define the offer recipients, and then create the offer terms within Veras Activate, our complementary promotions solution. Reach's tools enable you to measure response rates and campaign effectiveness for complete visibility.

## Foster Customer Loyalty with Complex Strategies Integrated at the POS

Define, implement and maintain unique programs that reward repeat customers with financial incentives. Veras Reach enables you to run multiple loyalty programs concurrently, effectively stimulating volume and add-on sales. You can drive customer behavior with complex reward strategies defined by points rather than price based on channel, merchandise or status.

## Uniquely Focused on Perfecting the In-Store Connection

53 retailers

12 countries

20,000+ stores

100,000+ registers

Processing \$50+ billion per year

[www.verasretail.com](http://www.verasretail.com)

[info@verasretail.com](mailto:info@verasretail.com)

 [@verasretail](https://twitter.com/verasretail)

[linkedin.com/company/verasretail](https://linkedin.com/company/verasretail)



Point-of-Sale

**CheckOut**



Central Office Administration

**Control**



Promotions & Coupons

**Activate**



Back Office Inventory

**Stock**



Mobile POS & Inventory

**Extend**



Location-based Inventory

**Locate**



Customer Engagement

**Reach**