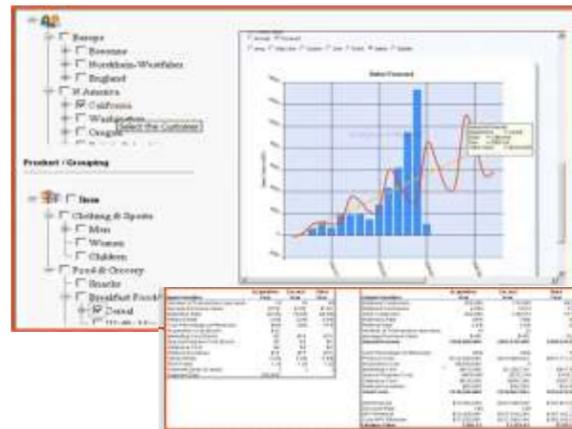
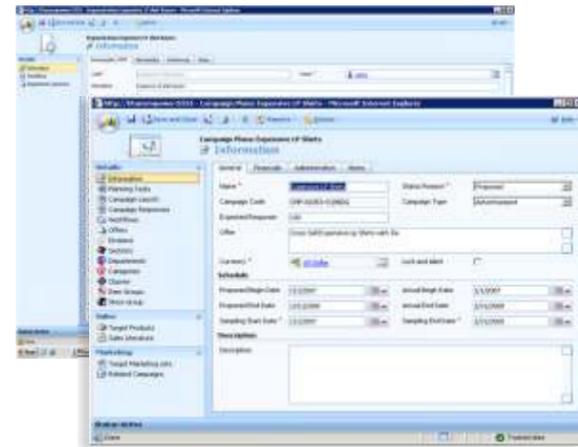


Marketing Segmentation and Campaign Management

EmpoweRetail provides rich segmentation capabilities, whether by demographics and/or transactions, that provides a high degree of flexibility. In addition, the advanced analytics engine allows you to segment dynamically based on criteria and even conduct predictive segmentation based on past shopping behavior.

EmpoweRetail's campaign management capabilities include the ability to build and execute pre-planned or on-the-fly campaigns at the individual store level, groups of stores, or across the entire chain. You can also conduct campaigns based on segmentation rules for a specific set of customers. Campaigns can be completely automated with the results available in real time.



Robust Analytics and Reporting

EmpoweRetail provides the most powerful analytics and reporting capabilities available. You can analyze your customer base on a virtually limitless set of dimensions and conduct analysis such as spend prediction, cluster analysis, product affinity analysis, spend forecasting, lifetime value modeling, and retention forecasting. In addition, EmpoweRetail provides robust reporting and flexible dashboards to track any and all data relevant to your needs.

EmpoweRetail: Built on Microsoft Dynamics CRM for Maximum Flexibility and Ease of Deployment

EmpoweRetail is built on Microsoft Dynamics CRM, which provides for a superior user experience, flexibility with customization, ease of deployment, and a low total cost of ownership. Many leading retail organizations rely on Microsoft Dynamics CRM for their sales, marketing, and customer service activities. Microsoft Dynamics CRM tightly integrates with Microsoft Outlook and other Microsoft Office applications to deliver an unparalleled user experience and level of productivity.



Enhance shopping experience with the next level of **LOYALTY MANAGEMENT.**

EmpoweRetail
CRM Suite for Retailers



Hello, I'm from HCL. We work behind the scenes, helping our customers to shift paradigms and start revolutions. We use digital engineering to build superhuman capabilities. We make sure that the rate of progress far exceeds the price. And right now, 77,000 of us bright sparks are busy developing solutions for 500 customers in 29 countries across the world.
How can I help you?

www.hcltech.com



Overview

EmpoweRetail combines the best capabilities of CRM, loyalty management, and analytics into one powerful solution to maximize your ability to manage customer loyalty and drive revenue. Leveraging over 15 years of loyalty management expertise across consumer industries, HCL AXON has built our CRM solution to help you take your loyalty management to the next level. EmpoweRetail, based on Microsoft Dynamics CRM, is the culmination of over two years development and input from clients. EmpoweRetail's powerful analytics engine allows you to develop offers, track responses, and measure results in unique ways and deliver a superior shopping experience for your customers.

EmpoweRetail: Built to Address Key Retailer Challenges

Obtaining a greater share of your customers' business, gaining deeper customer knowledge and insight, and delivering an enhanced shopping experience are just some of the key issues facing today's retailers. EmpoweRetail is designed to give you a competitive advantage in the market and help overcome today's retail challenges, including:

- CUSTOMER INSIGHT
 - Gaining deep insight into customer behaviors
 - Predicting purchase behavior
 - Segmenting customers beyond traditional approaches
- LOYALTY MANAGEMENT SYSTEM LIMITATIONS
 - Need greater ability to conduct deep customer analysis
 - Campaign management and measurement capabilities are limited
 - Lacking real-time data capabilities
- DELIVERING AN ENHANCED SHOPPING EXPERIENCE
 - Ability to provide highly tailored offers and promotions based on purchase history
 - Providing customers with greater reward choices
- EMPOWERING STORE-LEVEL PERSONNEL
 - Providing ability to localize loyalty program to the store level

- Ability to analyze transactional data at store level
- TIGHTER INTEGRATION OF BACK OFFICE AND LOYALTY MANAGEMENT SYSTEM
- Tight integration with store POS and back-office applications to drive real-time data updates and measurement capabilities

EmpoweRetail Solution: Key Benefits to Your Business

Designed to take your loyalty program to the next level, EmpoweRetail helps solve the key issues associated with traditional loyalty management systems and improves your ability to deepen customer relationships.

- **Unified 360° Customer View**- now you can build on the typically limited customer information available. EmpoweRetail greatly enhances the amount of customer information you can capture, from contact information, to preferences, to their complete shopping history- all in one easy to access location.
- **Improve Store-level Performance**- EmpoweRetail enables individual stores to analyze customer transactions and build store-specific marketing campaigns. By providing store personnel with the flexibility to adjust for local shopping behaviors, retailers can maximize revenue and profits.
- **Conduct Deeper Customer Analysis**- the powerful predictive analytics capabilities of EmpoweRetail helps you focus on the right customers. With the ability to conduct detailed spend and product affinity analysis, and determine lifetime customer value, you'll be armed with powerful decision-making tools to enhance the performance of your loyalty program.
- **Enhanced Marketing Capabilities**- the ability to segment customers in unique ways and launch highly tailored, automated marketing campaigns has never been easier. Campaigns can be conducted at the individual store level, by region, or across the entire chain (including multi-country). EmpoweRetail's predictive analytics capabilities allow you to improve the results of cross-sell and

up-sell campaigns.

- **Real-time Results**- measurement and tracking has never been easier as EmpoweRetail tightly integrates with existing store management systems, point-of-sale, loyalty management, and other back-office systems to deliver real-time information on campaigns, promotions, and special offers. In addition, the robust dashboard features allow you to keep track of key performance indicators on-demand.

EmpoweRetail Solution: Key Features and Functionality

EmpoweRetail provides robust and flexible features designed to optimize your customer relationships and more deeply drive loyalty. With intuitive and powerful features, EmpoweRetail provides you with everything you need to optimize your sales, marketing, and customer service activities.

Comprehensive View of Your Customers

All personal information, transaction data, shopping history, loyalty program information, and other pertinent data is available in one comprehensive customer view. EmpoweRetail users can set automated reminders and other actions, such as a special discount on the customer's birthday, that build relationships and personalize the shopping experience.



Customer Loyalty

EmpoweRetail supplements your existing loyalty management system with enhanced functionality to manage customer membership in multiple loyalty programs, a robust rule configurator that allows you to set flexible requirements for meeting specific thresholds, and handle the entire card lifecycle management process.



Rewards Management

EmpoweRetail supports the management of both points-based and value-based rewards programs. The integration with the store point of sale allows real-time redemption and tracking and can handle both cash and non-cash (vouchers, gift certificates, discounts) redemptions. EmpoweRetail also supports the delivery of an online rewards catalog that lets customers choose from a selection of predetermined gifts and merchandise.

