

# TECTURA RETAIL FOR CRM

Delivering Increased Sales and Customer Loyalty Through the Use of Actionable Customer Data

## TECTURA RETAIL FOR CRM

- INCREASE SALES VELOCITY AND CUSTOMER RETENTION THROUGH CUSTOMER LOYALTY PROGRAMS
- SELL PRODUCTS AT A PREMIUM BY LEVERAGING CUSTOMER INFORMATION ACROSS MULTIPLE CHANNELS
- EXPERIENCE IMMEDIATE ROI AND IMPLEMENTATION WITH A RAPID DEPLOYMENT

## SUCCESSFULLY ACQUIRE AND RETAIN CUSTOMERS

Customer acquisition and retention are key factors for success in today's economic environment. With increased competition and consumer brand indifference, many retailers recognize the need to implement customer loyalty programs in order to help maintain and increase profits.

Many retailers have established loyalty programs only to report partial or no tangible improvement in their customer loyalty program compared to their competitors. The loyalty programs themselves may be successful ideas; however, these initiatives must be managed by a robust customer relationship management tool that can help retailers capture the information collected by these programs and leverage this information to increase profitable customer interactions. Tectura Retail for CRM enables the analysis of web traffic data to better understand how customers leverage your website to influence their in-store purchases; this data can fuel more targeted online promotions and improved marketing messaging to drive higher sales.

## EFFECTIVELY MANAGE COMPLEX MULTI CHANNEL INTERACTIONS

Today's retail environment provides an array of purchasing options for consumers. As a result, retailers are struggling to consolidate the various consumer footprints left across multiple buying channels, creating a lack of understanding about the customer. Without an effective management tool, retailers lack the ability to access, analyze and share information collected by phone calls, e-mails, web visits, store visits, direct mail pieces, social networking, etc. This leaves many retailers unsure of who their customer really is, ultimately decreasing the effectiveness of their customer service, sales and marketing teams.

Tectura Retail for CRM fuels customer centricity by building a foundation of improved information management and automating existing business processes. This foundation enables the collection and analysis of critical customer interactions made across multiple channels. With this timely, highly-relevant customer buying information you can make informed marketing and sales decisions that drive increased sales at a greater profit. For example, slow-moving merchandise can be offered at an enticing price to customers who have viewed the product online multiple times.

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### EXPERIENCE CRM FUNCTIONALITY FOR RETAILERS

The Microsoft Dynamics CRM solution is a key component in driving overall profitability; however, many retailers need a CRM solution that can address the unique industry characteristics that affect the customer relationship management process across multiple channels. Tectura Retail For CRM provides extended capability to the Microsoft Dynamics CRM solution, giving your organization the industry customization needed to maximize the Dynamics CRM tool.

#### Implement Tectura Retail For CRM and benefit from:

- **Multi Channel Relationship Management** – Effectively manage multi channel touches made by a customer. Track information a customer might leave either online or in the store and incorporate your findings to execute successful sales and marketing campaigns.
- **Enhanced Business Processes** – Tectura's solution provides unsurpassed business process automation across multiple platforms. Standardize your best practices to drive a single visual work stream that is accessed by your users. Create a competitive advantage by working with a solution that is tailored to your unique business processes.
- **Retail-Specific Reporting** – Maximize your return on investment by helping your organization efficiently extract pertinent information into the hands of those who need it.
- **Accessible Functionality** – Tectura delivers the Retail CRM functionality as invisibly as possible by incorporating the tool seamlessly through familiar applications like the Microsoft Office suite.

### IMPLEMENT A PROFITABLE SOLUTION, QUICKLY

With the help of Tectura, your organization can be on the path to increased profitability, through more effective relationship management, in two weeks. Tectura has designed an impactful engagement called the Retail Blueprint. We utilize Tectura Retail for CRM as a baseline to quickly uncover your unique business pains, prioritize your differentiated business requirements, develop your business case, demonstrate ROI, and create an implementation roadmap. Receive a prototyped solution and a Blue Print Report that includes the project's business case, ROI and budgetary estimates.

### ABOUT TECTURA

We build lasting relationships by putting clients first. With unmatched, in-depth industry experience in the specific needs of the retail environment combined with best practices, our expert consultants will work alongside your internal team to implement retail solutions that drive competitiveness and improve business performance. Whether you need an end-to-end business solution that will address your complete retail supply chain—from financials, operations and distribution to point of sale, purchasing and store management; or a robust CRM solution to drive customer centricity, Tectura is your go-to partner.

FOR MORE INFORMATION

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Partner

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