

CRM4Retail



CRM4Retail, know your customer



CRM4Retail Intelligent Retail Hub Framework Platform to better manage your clienteling App in the store

The CRM4Retail platform is an application developed entirely to be integrated with all the platforms available on the market. User Experience has been designed to be mobile first and, therefore, provide an innovative, extremely easy to use tool to manage customers associated with your company.

The platform has been designed to ensure integration with very complex and heterogeneous IT systems.

The Framework made available by the CRM4Retail platform makes use of APIs in oData 4.0 technology that allows system integrators to quickly and easily save or retrieve all information.

The **ISO 27001** certification makes our platform framework secure and GDPR compliant.



Mobile CRM Digital Card

The CRM DIGITAL CARD application allows you to manage the registration of new customers directly in stores.

These are the features:

- Mobile Cross Device Application
- Integration with Microsoft Dynamics 365
- Creation of new customer card
- Data search already existing within Dynamics 365
- Multi Language (10 languages)
- Office 365 Authentication
- APIs available for integration with ERP/POS
- CDN for APP distribution in the world
- Sales Associate/Store can track the registered customer
- GDPR Compliance
- Creating the Legal Identity for each Country
- Different Privacy management for Country
- Sending and storing the PDF Privacy signed by the customer
- Signature management by the customer on mobile device



Unique Login

The unique Login platform allows the creation and maintenance of a unique Digital Identity of the customer. The main features:

- Multi Language Platform
 - Social Authentication Integration (Facebook, LinkedIn, Twitter, Instagram)
 - Creating the CRMID at registration
 - Saving information within the Dynamics 365
 - Double Opt-In Management
 - Multiple Privacy Management
 - The user is able to modify their information directly from the portal
 - 1 Digital certificate SSL 2048 bit Encryption
 - CDN for Platform Delivery
 - Customized graphics capabilities based on the needs of the API for integration with portal/ecommerce
- User creation
User authentication
Edit User

Clienteling app

CRM4Retail is a Cloud-Based platform integrated with Microsoft Dynamics 365, ready for mobile phones and created based on Sales Associate's needs.

SB Soft has created the first clienteling platform dedicated to the Retail world, and fully integrated with Dynamics 365, that supports sales associates in finding all the information necessary to provide a unique and immersive customer experience.



Scalability

The cloud architecture on the AZURE platform, allows our application to be distributed anywhere in the world and, therefore, to be accessible from any type of device and/or IT platform. Thanks to our partnership with Microsoft, our infrastructure is scalable and seamlessly grows with your business. To date, we have helped customers of all sizes, from small businesses that have five stores, to those that have over 1000 stores throughout the world.

Development Tools

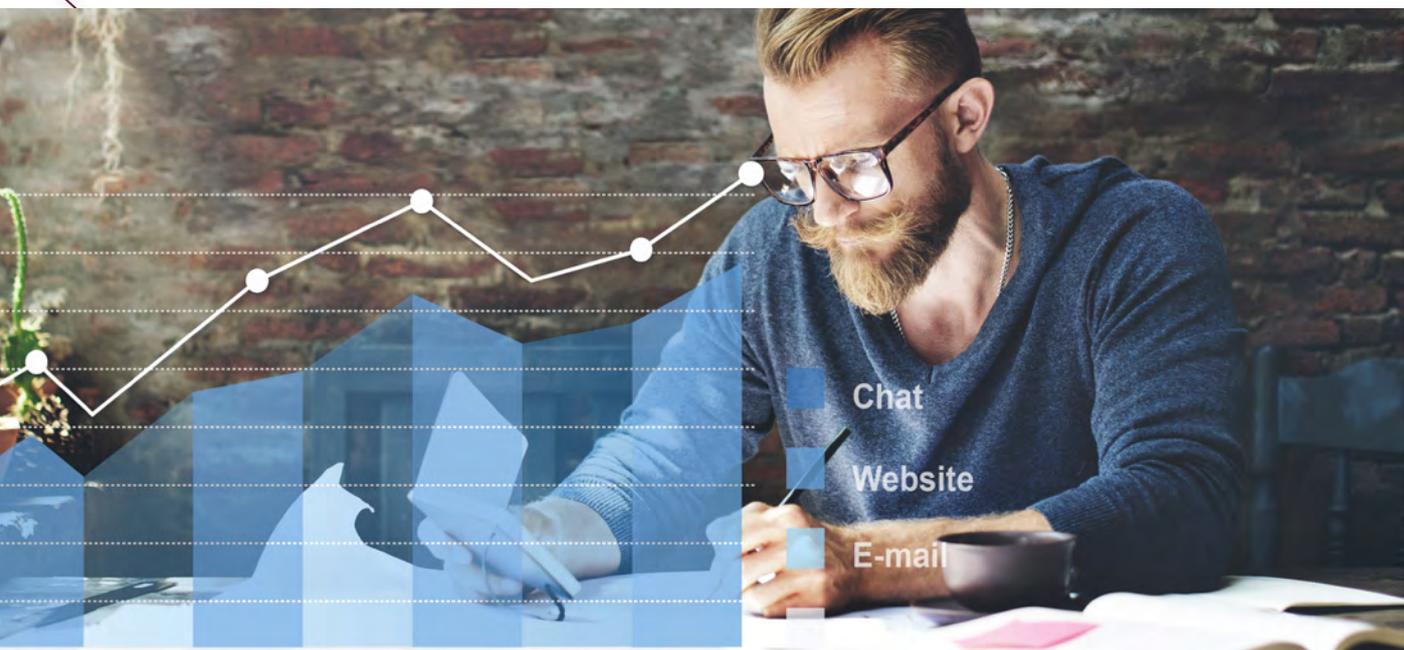
The APIs made available by CRM4Retail ensure that the IT department or the system integrator can interface and customize the solution within Microsoft Dynamics 365.

CRM4Retail is an Integration Hub

Our platform allows bi-directional flow to and from external platforms. All data can be normalized, thanks also to the PowerDataQ engine developed by SB Soft

Data Management

Integrating and organizing information from any data source becomes child's play. Moreover, the system integrator or IT department does not have to worry about sending data to Dynamics 365, our platform takes care of everything.





KPI & Classifier

The KPI & CLASSIFIER package includes the following features

KPI (per customer)

Spending Range
Loyalty
Preferred Store
LTV (Life Time Value)

Retail Indicators

Domestic/Foreign
Loyalty (year by year)
Spending Range (year by year)

E-Commerce Indicators

Loyalty
LTV (Life Time Value)
Spending Range

Customer Classification

Algorithm Engine for Preferred Store
Algorithm Engine for Preferred Sales Associates
Algorithm Engine for Preferred Sales Associates per lines

Reports

Complete Report preferred store
Report Purchases Map per Customer
Global Map Purchases Report



Customer segmentation and profiling

If you want to launch new offers for customers and having marketing lists that generate revenue or new digital personalized marketing campaigns, our Customer Analytics solutions can help you quickly and easily. Our Data Scientists, thanks to an advanced segmentation technique for clustering, will allow your sales force to raise the sales and your marketing department to effectively communicate to your customers.

Customer Life Time Value

Knowing and understanding the life cycle of your customer provides benefits during the Budget planning and defines priorities to your customers. Lifetime Value helps your team to define the forecast and improve your company revenue. Acquire and retain customers: Lifetime Value allows you to better understand how and what your customer spends his money on.

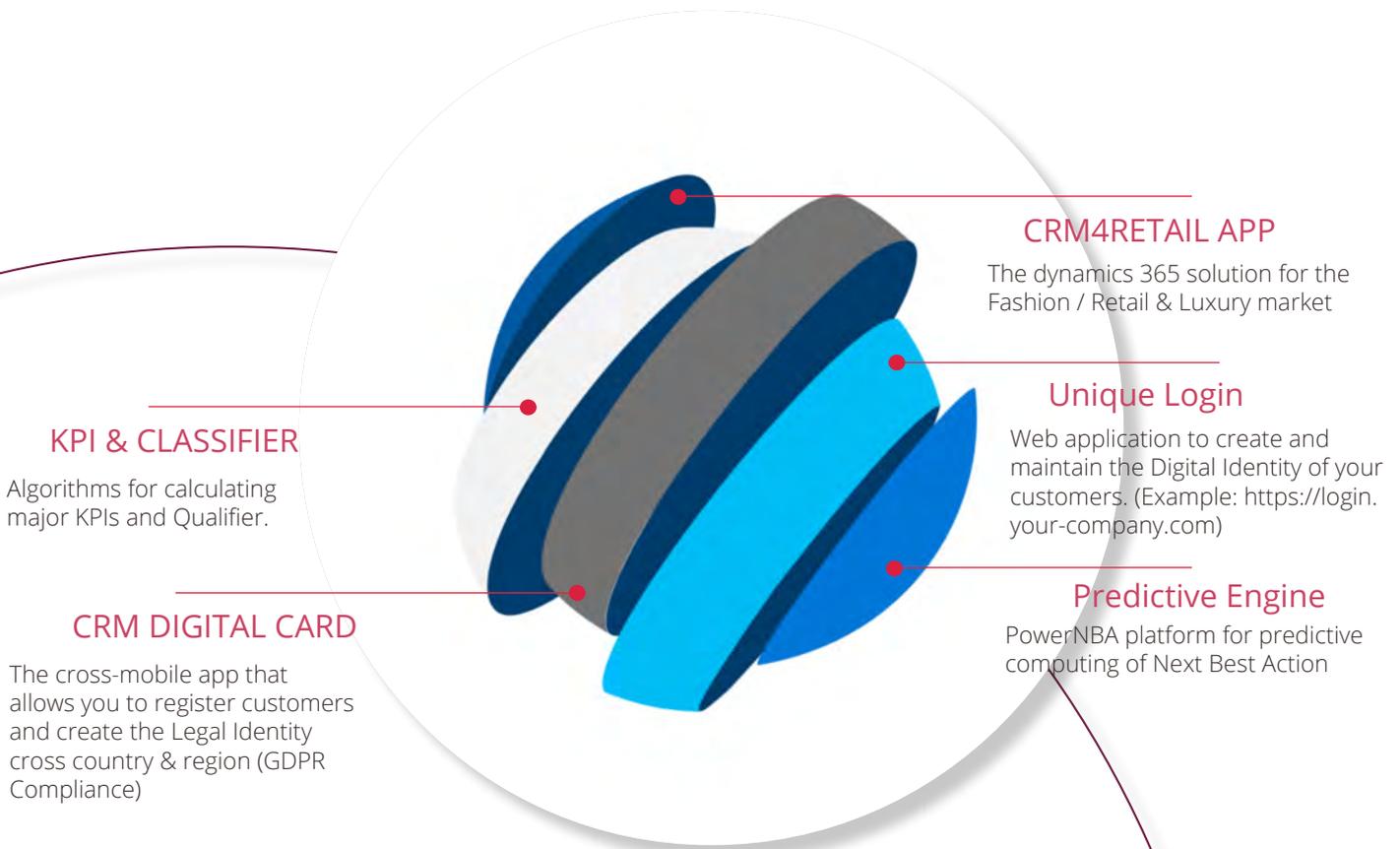
Thanks to this customer behavior you can take the best decisions to increase your company profit.

Cross Selling & Upselling

The companies that are able to identify customers who have a high potential purchase are the companies that can manage to define their own strategies for upselling and cross selling. Upselling and Cross Selling techniques are enable to reduce costs to acquire new sources of income and simultaneously increase the lifetime value of customers. Our analytics tools and Acquisition Pattern Analysis and Collaborative Filtering analyze customer needs identifying new potential sales and customer purchase patterns.

CRM4RETAIL SUITE

All the APPS that compose the suite CRM4RETAIL



PowerDataQ | Data Cleansing

Having a large database is not always synonymous with a company resource, if it contains inaccurate data or information that is fragmented or inaccurate. For this reason, we recommend our PowerDataQ service for all our customers, because it not only optimizes databases, but also generates value for their marketing and sales teams.

PowerNBA

If you want to launch new offers for customers and having marketing lists that generate revenue or new digital personalized marketing campaigns, our Customer Analytics solutions can help you quickly and easily. Our Data Scientists, thanks to an advanced segmentation technique for clustering, will allow your sales force to raise the sales and your marketing department to effectively communicate to your customers.

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WEB SITE



PARTNERSHIP