

Mi9 CRM

An integrated customer experience and relationship management solution for retailers.



Build Customer Loyalty

Target the right customers with the right products, at the right time, every time, with targeted, personalized, relationship-based marketing. Obtain an omni-channel view of customer behavior, enabling you to accurately identify your most profitable customers.



Improve Sales and Margins

Improve stock movement and achieve higher margins by avoiding markdowns and promotions with intelligent cross-selling and up-selling tools that target customers with a high propensity to buy.



Create Great Experiences

Delight your customers with the rewards they truly want. A centralized database enables the management of multiple loyalty card types, point events, rewards, and more. You can even develop tier-based programs to nurture your most valuable customers in a way that sets them apart from the crowd.



Boost Marketing Productivity

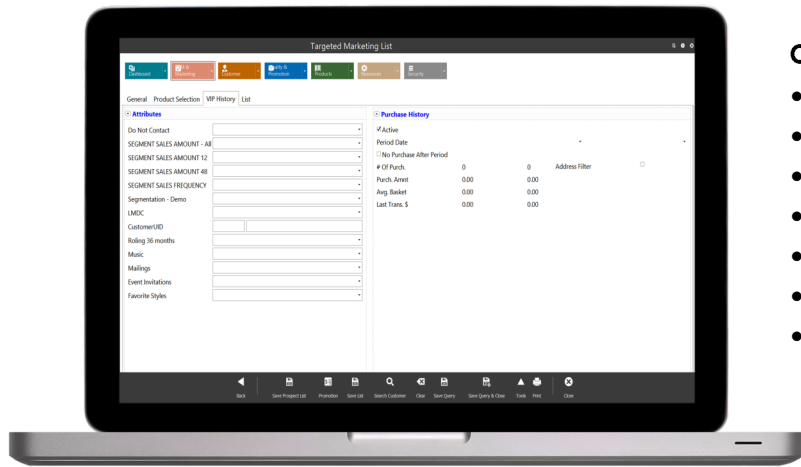
Boost productivity by automating marketing communications and customer service and by proactively alerting stores about upcoming marketing events. Increase the effectiveness of marketing campaigns with targeted and personalized messaging that delivers measurable results.

Understand and engage customers better than ever before with the power of omni-channel data. By spotting patterns and trends in shopping behavior, Mi9 CRM delivers full control of customer engagement to run a more profitable and efficient retail business.

Mi9 CRM streamlines all areas of customer interactions through the use of dashboards, analytics, and reporting tools, which makes building and maintaining relationships with customers easy. Capture, process, and analyze critical customer data to measure results against corporate objectives. With deeper insights into customer behaviors across channels, you will gain the actionable insights needed to deliver relevant, effective marketing campaigns and shopping experiences.

Use robust marketing automation tools to segment existing, new, and prospective customers. By clustering customers around product categories, shopper behaviors, and demographics, each cluster can receive targeted content about product value and specifics. This allows you to offer personalized messaging and service that stands apart from the competition.

Last Name	First Name	Personal Em.	* Telephone	Home st.	Address	City	Postal / Zip	Mob.	SMS	Email	Mobile	Email Transaction TL	Customer Type
Schlanger	Dianne		6316924869	Manhass.	PO B Dia.	COLD SPRG HBR	10245	*	*	*	*	NO	VIP
Nedreau	Joan		2317441785	New York.	721 Joan.	MUSKEGON	45496	*	*	*	*	NO	VIP
Staker	Francine		8015568166	South Co.	2154 Fra.	SALT LAKE CITY	80993	*	*	*	*	NO	VIP
Park	Jong S		9148133379	Manhass.	111 Jong.	NEW ROCHELLE	10245	*	*	*	*	NO	VIP
Manacherova	Manana		7182682903	Manhass.	71-3 Man.	FOREST HILLS	10245	*	*	*	*	NO	VIP
Chen	Christina		6268105601	Desert Hill	1717 Chl.	HACENDA HTS	92367					NO	VIP
Nguyen	Diana		5628611926	Desert Hill	8551 Dia.	DOWNEY	96871					NO	VIP
Grady	Brenda		3136905015	San Marc.	1419 Bre.	DETROIT	48245	*	*	*	*	NO	VIP
Spycher	Leslie		7813345487	Sawgrass	2 DU Laur.	LYNNFIELD	08245	*	*	*	*	NO	VIP
Lewis	Ellen		5208709501	E-Comm.		TUCSON		*	*	*	*	NO	VIP
Hemming	Rita		0000000000	Las Vegas.	1735 Rita.			*	*	*	*	NO	VIP
Wischler	Ellen		2127553253	New York.				*	*	*	*	NO	0000
Heathorne	Marilyn		9732350446	Melrose	523 Maril.	ROTFLEY	09619	*	*	*	*	NO	VIP
Aryeh	Parvaneh		3103949535	Beverly Hl.	843 Parva.	SANTA MONICA	90993	*	*	*	*	NO	VIP
Hashman	Sam M		3056435090	Bal Harb.		MIAMI	33154	*	*	*	*	NO	VIP

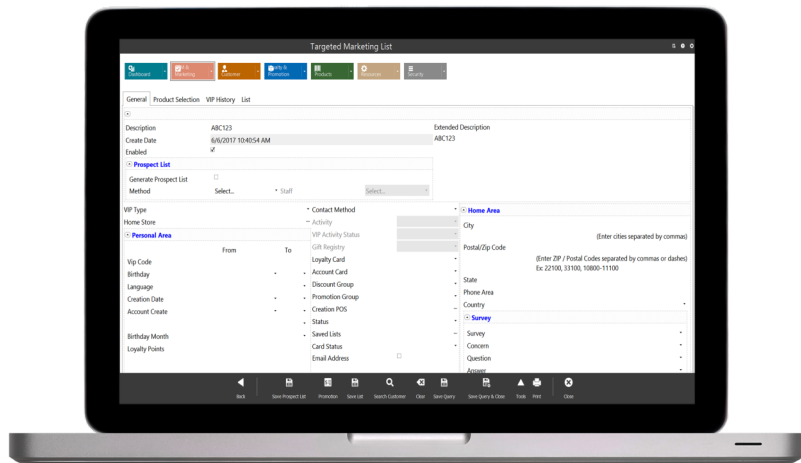
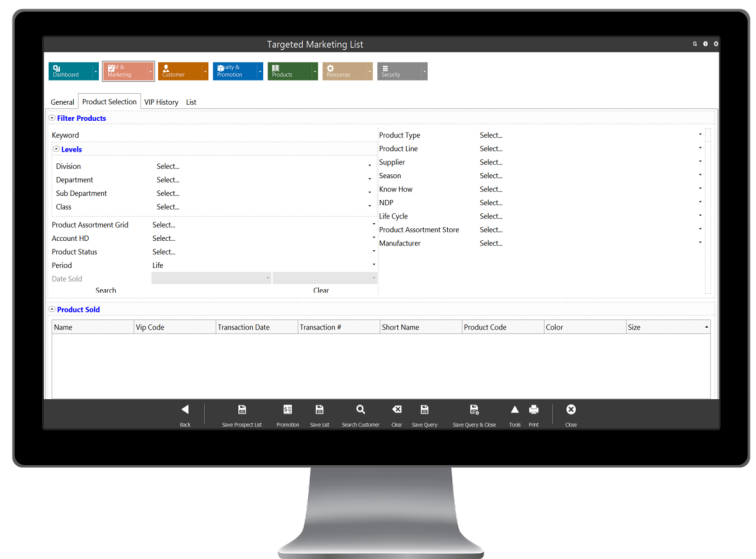


Customer Management Features

- Customer profile management
- Customer privacy / opt-in
- Multiple addresses and contact methods
- Discount and promotion groups
- Customer attributes
- Purchase statistics
- Surveys

Marketing Features

- Dynamic list generation
- Outreach campaigns
- Marketing event calendar
- Promotion management
- Workflow automation
- Activity templates



Loyalty Features

- Multiple card types
- Points events
- Rewards management
- Points by spend
- Points by product
- Points by visit
- Multiple tiers
- Optional membership and renewal fees
- Different rewards by store

About Mi9 Retail

Mi9 Retail is passionate about helping retailers create great experiences for their customers – online, in-store, and on any device. We know that great retail experiences happen when optimized inventory management intersects perfectly with well-executed customer engagement strategies to deliver higher customer loyalty, better margins, and a more engaged workforce. Our solutions for merchandise management, digital commerce, and store operations are used by leading retailers across the globe. The company is headquartered in Miami, FL, with operations in North America, Europe and Asia. | To learn more, please visit www.Mi9retail.com.