



# 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

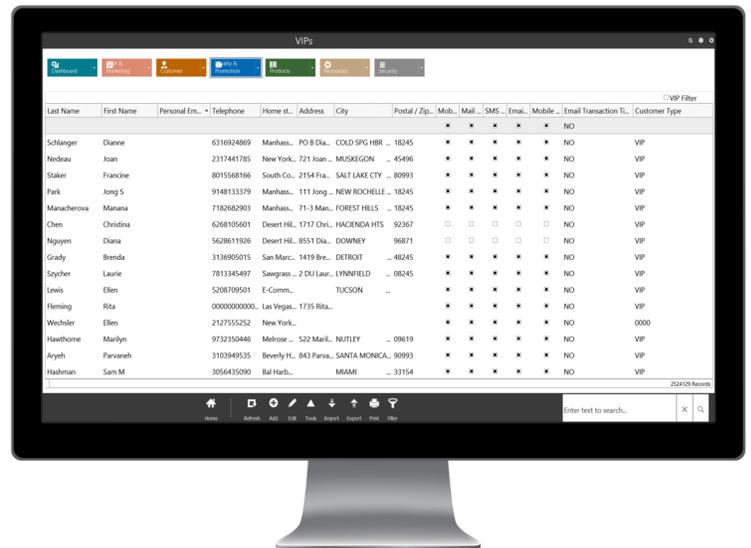


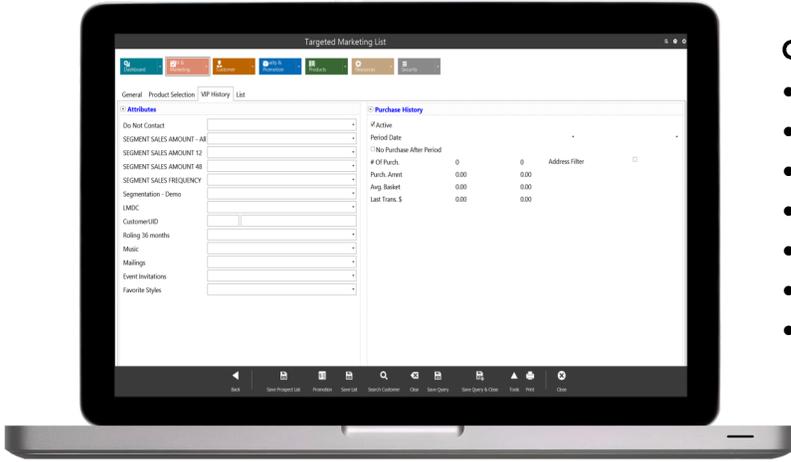
Boost productivity by automating marketing communications and customer service and by proactively alerting stores about upcoming marketing events. Increase the effectiveness of marketing campaigns with targeted and personalized messaging that delivers measurable results.

**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.



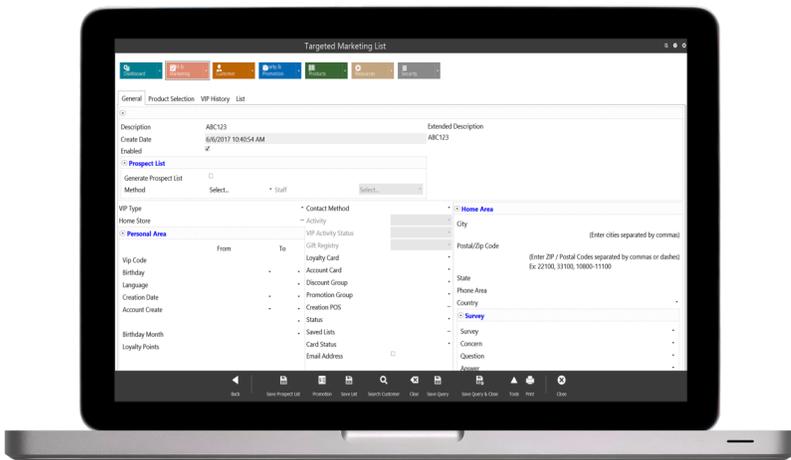
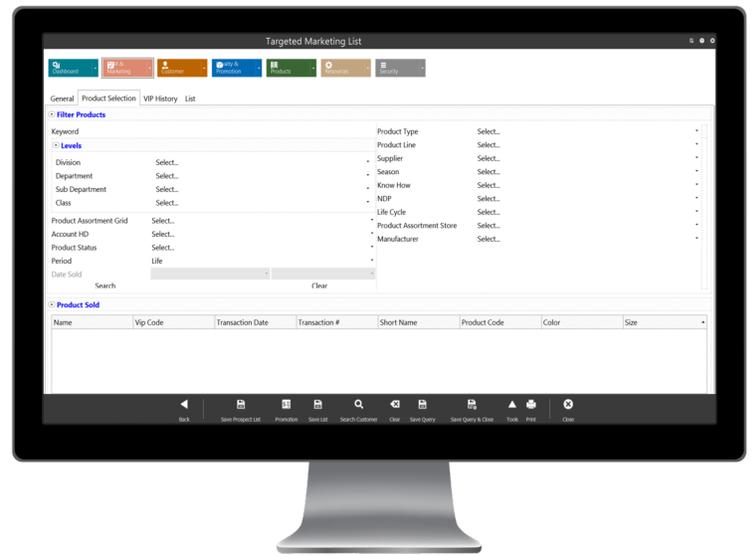


### Customer Management Features

- 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](http://www.Mi9retail.com).