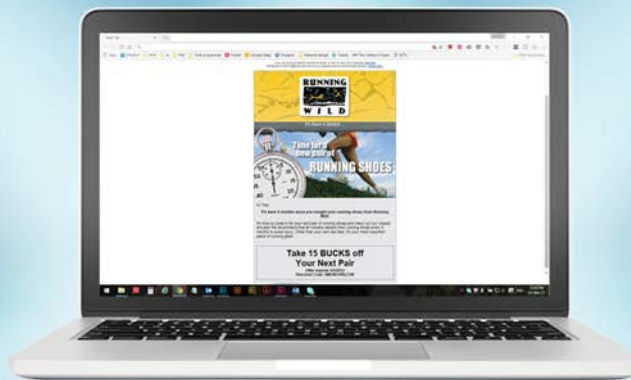


# NCR CUSTOMER CONNECT

## Email Marketing for NCR Counterpoint



**NCR Customer Connect is a powerful integrated email marketing system helping you grow your business by driving sales.**

The show's not over yet—get them asking for an encore! Send follow up emails to connect with your customers after their experience. Our integrated, automated email marketing system enables you to use customer data and preferences to send them personalized offers.

### **Create recurring email campaigns**

Welcome new customers, send birthday offers, or tell customers you miss them. Set up the campaign one time and going forward it will be sent out automatically.

### **See sales results**

Closed-loop reporting allows you to see how many customers came in and made a purchase.

### **Update email lists automatically**

With shared information, adding new customers or updating existing customer information at the point of sale will automatically update your email lists.

For more information, visit [www.counterpointpos.com](http://www.counterpointpos.com), or call 800.852.5852.



# Why NCR?

NCR Corporation (NYSE: NCR) is the global leader in consumer transaction technologies, turning everyday interactions with businesses into exceptional experiences. With its software, hardware, and portfolio of services, NCR enables more than 550 million transactions daily across retail, financial, travel, hospitality, telecom and technology, and small business. NCR solutions run the everyday transactions that make your life easier.

NCR Counterpoint is the specialty retail management system that brings the front and back offices into harmony, enabling you to grow your best business. Our comprehensive and flexible solution will manage your business' details so you can focus on what truly matters: your customers. We build the stage that allows you to perform.

## Target emails to specific groups of customers

Use customer information and purchase history from your NCR Counterpoint system to set up customer segments, such as VIPs, loyalty card members, or purchasers of specific products. Leverage this information to target your campaigns to customer needs and preferences.

## Engaged Your Customers on Social Media

Engage all your social media followers by posting emails to your business' social media sites the same time you schedule the email to be sent to customers.

## Customer success: Running Wild

Ms. Nicole Brask, Operations, and her team at Running Wild, in Pensacola, Florida, saw the potential of NCR Customer Connect to drive revenues of its merchandise and services.

"We have 13,000 people in our NCR Counterpoint database, so it's important to only send our customers information that's relevant to them," says Ms. Brask. One campaign includes a set-and-forget email that is sent to customers who buy running shoes, reminding them to replace these items at the six-month mark when they've worn out. "The set-and-forget campaign is invaluable," says Ms. Brask. "You touch it once and then review it once or twice a year for relevance."

## Segment your fan base into meaningful groups

Retailers use NCR Customer Connect to set up segments that are relevant to their business, increasing campaign response rates. Popular categories include:

- Purchase history
- Birth month or day
- Gender
- Where a customer shops
- When he or she last made a purchase
- Category or item purchased
- Loyalty program membership
- Current loyalty point balance
- Zip code
- Customer category



NCR continually improves products as new technologies and components become available. NCR, therefore, reserves the right to change specifications without prior notice.

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