

I AM 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.

This email marketing engine, which integrates with your NCR Counterpoint POS system, offers features and capabilities above and beyond standard email marketing tools.

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.

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.

For more information, visit www.counterpointpos.com or call 800.852.5852.



Why NCR?

With over 125 years of retail experience, NCR is a leading provider of retail management solutions for retailers of all sizes. We want to help you add to your bottom line by increasing sales and reducing costs.

It is our mission to help retailers run their business, connect with customers and sell anywhere.

Segment customers 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

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."



Customer success: Messina Hof Winery & Resort

Messina Hof Winery & Resort, located in Bryan and Fredericksburg, Texas, uses NCR Customer Connect to market to its nearly 14,000 contacts, including VIPs, event participants and industry partners. "With NCR Customer Connect, we pull product sales and customer history information from NCR Counterpoint, so we're marketing more effectively to different groups," says Mr. Paul Bonarrigo, Co-Owner and Manager. After implementing NCR Customer Connect, Messina Hof Winery & Resort achieved a 500% increase in harvest reservations, driving bookings from 160 to 800.

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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