

# NCR CUSTOMER CONNECT

May 06, 2013

# WHAT IS NCR CUSTOMER CONNECT?

A Retail Email Marketing Tool built specifically for NCR Counterpoint

## Our Goal:

Help you connect with your customers, drive traffic and increase sales



# ONE SET OF DATA

## Counterpoint Database

Customer Purchase  
History

Customer Information

Items

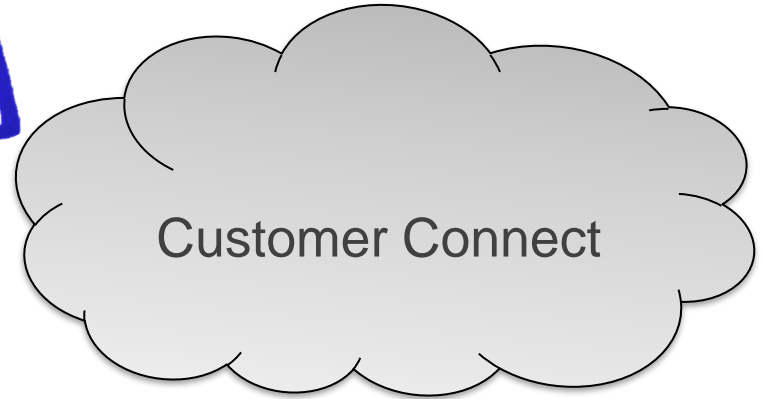
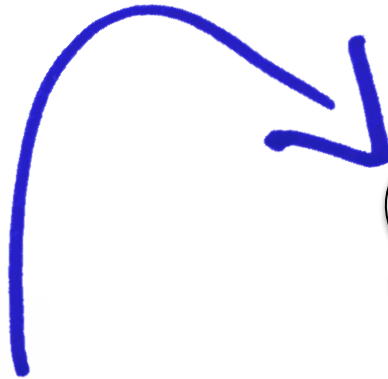
Sales History

Promo Codes

Loyalty Programs



Counterpoint Database



# SEND MEANINGFUL TARGETED EMAILS

Customer Purchase History

Counterpoint

Item	Description	Quantity	Price	Total
TICKETS	Main Jacobs Rowway St	10	10	750.00
11-3-A	All Star Swimmer	10	10	1,751.00
11-3-B	Adm. Cab High-Floor	10	10	8,831.00
11-3-C	Tomatoe Spun Cover C	10	10	7,811.00
11-3-D	MAKER'S MARK WHISK	10	10	88.00
11-3-E	Seagram's Gin Tonic	10	10	129.00
11-3-F	Musical Disk Rom	10	10	149.00
11-3-G	Bombay Sapphire Gin	10	10	199.00
11-3-H	Stone Creek Merlot	10	10	199.00
11-3-I	Reveler's Tomato Maple I	10	10	114.00
11-3-J	Frederic & York Trained I	10	10	499.00
11-3-K	Crown Hamperline Patis	10	10	10,000.00
11-3-L	Camel Rummy Card	10	10	2,000.00
11-3-M	Hotel Atlantic Statue Rls	10	10	759.00
11-3-N	Adam College 20" x 25"	10	10	499.00
11-3-O	Hudson Regency Lanes	10	10	11,250.00
11-3-P	Archery Furniture Des	10	10	4,200.00
11-3-Q	Bingo End table	10	10	2,199.00
11-3-R	Company End table	10	10	1,999.00
11-3-S	Rainings Baseball	10	10	99.00
11-3-T	Personalized Baseball B	10	10	649.00
11-3-U	Zoe Bath Shower	10	10	499.00
11-3-V	British National Champ	10	10	119.00
11-3-W	Spit Wooden Hockey S	10	10	119.00
11-3-X	Boston College Baseball	10	10	199.00
11-3-Y	Calvinist Old Hat	10	10	899.00
11-3-Z	Shag Sing Crooking Win	10	10	199.00
11-3-AA	Riding Foot Pack 416	10	10	999.00
11-3-AB	Cyber Pro Ultralight Pro	10	10	299.00
11-3-AC	Ball Machine Party Floor	10	10	199.00
11-3-AD	Ball Machine 2100	10	10	199.00
11-3-AE	Ironhorse Warrior Mace	10	10	2,999.00
11-3-AF	Holy Stone The Explorer	10	10	999.00

Customer Info

Customer type: Cash Name type: Business

Ship-To Address

Customer name: Lowery

City: St. Louis State: MO Zip code: 63110 Country: USA

Phone 1: 314-820-8876 Fax 1: 314-820-8876

Email 1: lark5@lark.com

Opt-out from marketing emails

Category: RETAIL Sales rep: MGR

Tax exempt number: 0.00 Tax exemption date: 7/7

Credit limit: Unlimited

Balance: 0.00 Layaway balance: 0.00

Credit available: Unlimited



YOU KNOW YOUR CUSTOMERS...



# TARGETED



## SALE

**Save 10%**  
On all brands of dog food this week only!



**Enjoy 10% off all brands of dog food through Sunday!**

We know your dog's health and nutrition is important to you. Stock up on your dog's favorite brand of food or talk with our knowledgeable staff to find the food that is best for your dog.

Use promo code **FREEFD** at checkout

### Benefits of Dog Bones

#### Dental Treatment:

- Remove plaque
- Prevent bad breath
- Control tartar build-up keeping gums healthy and teeth white
- Relieves discomfort of teething in puppies

The majority of dogs treated for problems with their teeth don't have enough hard objects to chew on. Harder bones are best for dental treatment, since they keep exposed surfaces smooth and clean.

#### Mental Health:

- Relieves boredom
- Entertainment for hours
- Fills innate urge to chew and can replace other inappropriate objects – like your new pair of shoes!



**What to consider when picking out bones:**

**Size:** Smaller dogs should usually have smaller bones, though some large dogs prefer smaller ones, too. If your dog ignores a rawhide chew bone, consider offering a smaller one to see if that's of more interest.

# GENERIC

## PETS STORE

Welcome Adam (log out) | Your Account | Cart (empty)

HOME | SPECIALS | SITE MAP | CONTACTS

[BIRDS](#)
[CATS](#)
[DOGS](#)
[FISH](#)
[REPTILES](#)
[SMALL PETS](#)
[WILDLIFE](#)
[GIFTS](#)



**DOG PRODUCTS**



**CAT PRODUCTS**



**BIRD PRODUCTS**



**FISH PRODUCTS**



**REPTILE PRODUCTS**



**SMALL PET PRODUCTS**



**WILD PRODUCTS**

**FEATURED**








**SPECIALS**








**POPULAR**








**INFORMATION**

Your Account  
Personal Information  
Addresses  
Orders  
Order history

**OUR OFFERS**

New Products  
Top Sellers  
Coupons  
Manufacturers  
Specials

**DELIVERY**

Delivery  
Loyalty Program  
Terms and conditions of use  
Returns



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# LIVE DEMO

COUNTERPOINT  
CustomerConnect™

Radiant  
SYSTEMS

DASHBOARD

CAMPAIGNS

RESULTS

MANAGE

HELP

anne.hayden@radiantsystems.com | LOGOUT

1

2

3

4

5

6

7

8

Select Campaign

Select Email

Edit Settings

Select Recipients

Select Template

Edit Content

Test Email

Schedule & Send

Select Recipients > Monthly Special / Dog Food Special [Save My Changes](#)

STEP 4 - Select one or more existing segments or click **New Segment** to create a new one. Click **(edit)** on a segment to modify the rules. Click **SELECT TEMPLATE** to move to STEP 5.

more

Segment

☐ Customers We Miss [\(edit\)](#)

☐ Dog Owners [\(edit\)](#)

☐ Frequent Shoppers [\(edit\)](#)

☐ Loyalty Members [\(edit\)](#)

☐ Main Store Customers [\(edit\)](#)

☐ New Customers [\(edit\)](#)

New Segment

New Segment >

Name

Rules

AND

Average Ticket

Average Monthly Visits

Average Ticket

Customer Category

Customer Company

Customer Store

Days Since First Purchase

Days Since Last Purchase

Days Since Opt In

E-Commerce Customer

Has Purchased From Item Category

Item Category Last Purchase Date

Last Purchase Amount

List Name

Loyalty Member

Loyalty Points Balance

Loyalty Program

Opted-In

Profile Code

Purchase Amount Percentile

State/Province

Ticket Item Description

Ticket Item Number

Ticket Item Number List

Zip/Postal Code

Recipients

Rules

Days Since Last Purchase >= 60 AND Days Since Last Purchase < 90

Has Purchased From Item Category: Dog Is Yes

Average Monthly Visits >= 2

Loyalty Member Is Yes

Customer Store Is MAIN Main Store

Days Since First Purchase = 1

Total Unique Recipients: 0

add another rule

# SEND EMAILS AUTOMATICALLY

Adding a new customer can trigger a Welcome Email to be sent.



# NEW SHOE REMINDER – RUNNING WILD

Men's new shoe  
reminder


6 months after  
purchase

2,033  
emails sent


\$11,323.26  
generated in sales

NCR Confidential

If you are having problems viewing this email, or wish to view it as a webpage [click here](#)  
Remember to add [info@runwild.com](mailto:info@runwild.com) to your address book for uninterrupted delivery. [Here's How](#)



It's Been 6 Months ...



Time for a  
new pair of  
**RUNNING SHOES**

Hi Test,


It's been 6 months since you bought your running shoes from Running Wild.



It's time to come in for your next pair of running shoes and check out our newest arrivals! We recommend that all runners replace their running shoes every 6 months to avoid injury. Other than your own two feet, it's your most important piece of running gear!

**Take 15 BUCKS off  
Your Next Pair**

Offer expires 2/9/2012  
Discount Code: 6MONTHRECUR

[www.runwild.com](http://www.runwild.com)  
888.433.6225 2013 St. Croixville St. Pensacola, FL 32503



Follow us on these sites:  

# BIRTHDAY EMAILS – THE LEARNING SHOP

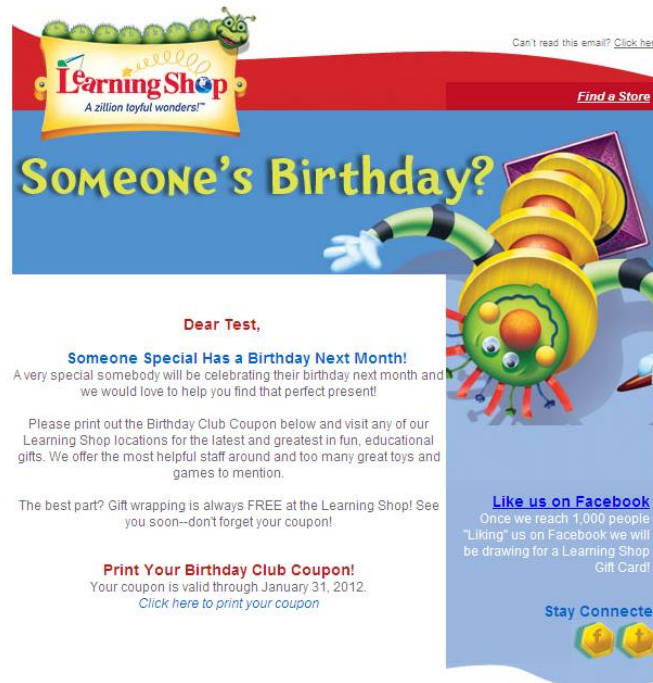
In 5 months  
(Aug – Dec 2011)

11,986  
emails sent

\$101,219.90  
generated in sales

NCR Confidential

If you are having problems viewing this email, or wish to view it as a webpage [click here](#)  
To ensure you receive Learning Shop emails, please add tom.merryfield@learningshop.com to your address book. [Here's How...](#)



The graphic features the Learning Shop logo at the top left, which includes a green cartoon character and the text "Learning Shop A zillion joyful wonders!". To the right of the logo is a red button that says "Find a Store". Below the logo, the text "Someone's Birthday?" is written in a large, yellow, playful font. To the right of this text is a large, colorful illustration of a birthday cake with a green and yellow striped body, a green face with a red nose, and a green hat with a yellow band. The cake is surrounded by yellow balloons and a purple gift box. Below the cake, there is a blue button that says "Like us on Facebook" and a small text block that says "Once we reach 1,000 people 'Liking' us on Facebook we will be drawing for a Learning Shop Gift Card!". At the bottom right, there is a blue button that says "Stay Connected" and two yellow gift icons.

Can't read this email? [Click here.](#)

**Dear Test,**

**Someone Special Has a Birthday Next Month!**  
A very special somebody will be celebrating their birthday next month and we would love to help you find that perfect present!

Please print out the Birthday Club Coupon below and visit any of our Learning Shop locations for the latest and greatest in fun, educational gifts. We offer the most helpful staff around and too many great toys and games to mention.

The best part? Gift wrapping is always FREE at the Learning Shop! See you soon--don't forget your coupon!

**Print Your Birthday Club Coupon!**  
Your coupon is valid through January 31, 2012.  
[Click here to print your coupon](#)

[Like us on Facebook](#)  
Once we reach 1,000 people "Liking" us on Facebook we will be drawing for a Learning Shop Gift Card!

[Stay Connected](#)

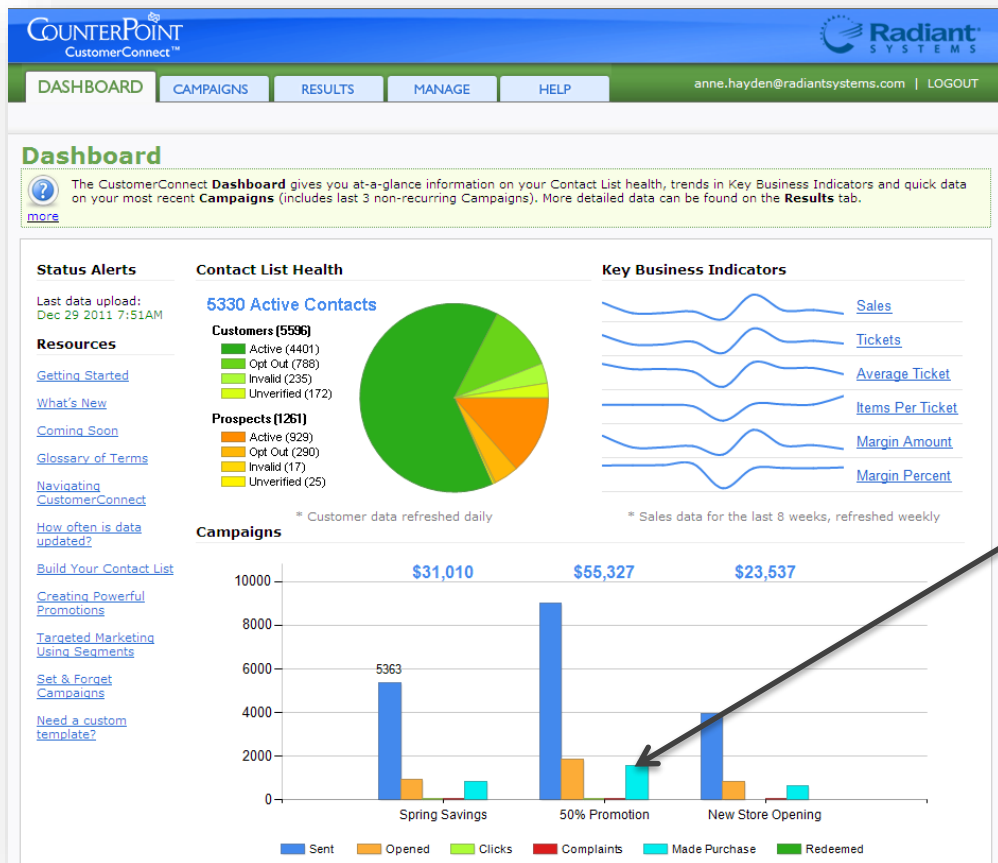
Visit us at [LEARNINGSHOP.com](http://LEARNINGSHOP.com)  
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You can [unsubscribe](#) [anne.ogilvie@nrc.com](mailto:anne.ogilvie@nrc.com) at any time.  
To ensure you receive Learning Shop emails, please add tom.merryfield@learningshop.com to your address book. [Here's How...](#)

 **Radiant**  
Email Marketing for Retailers

# GET SALES NUMBERS

Counterpoint



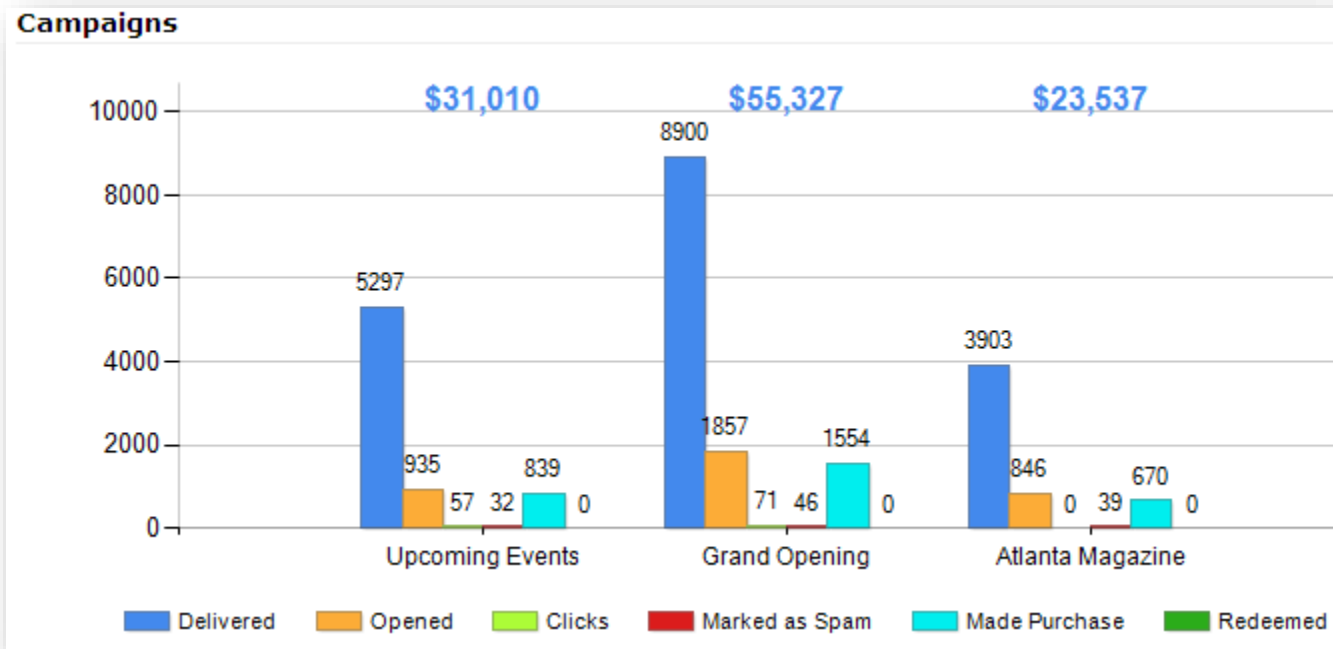
# CAMPAIGN RESULTS (CLOSED LOOP REPORTING)

Delivery and open rates

Promo code redemption data

Sales information

- Number of sales
- Sales amount



# DETAILED RESULTS INFORMATION

MailoutTickets\_20111229\_1604[1].csv - Microsoft Excel

Store Number									
A	B	C	D	E	F	G	H	I	J
1	Store Num	Document Id	Business Date	Customer Number	Email Ad	Net Sales	Redeemed Amt	Email Name	Email Sent Date
2	102	201374607672	10/1/2010	1007964	1189@Rac	25.41	0	New Email 09/29/2010	10/1/2010 9:29
3	102	201374642570	10/1/2010	1008062	4130@Rac	72.58	0	New Email 09/29/2010	10/1/2010 9:29
4	102	201374674928	10/1/2010	102001394	152@Radi	48.75	0	New Email 09/29/2010	10/1/2010 9:29
5	102	201374707514	10/1/2010	102000879	3059@Rac	23.31	0	New Email 09/29/2010	10/1/2010 9:29
6	102	201375444068	10/2/2010	102001246	6336@Rac	28.08	0	New Email 09/29/2010	10/1/2010 9:29
7	102	201375498701	10/2/2010	102001306	2372@Rac	47.66	0	New Email 09/29/2010	10/1/2010 9:29
8	102	201375745413	10/2/2010	102000570	626@Radi	49.81	0	New Email 09/29/2010	10/1/2010 9:29
9	102	201375762541	10/2/2010	102001208	4191@Rac	34.96	0	New Email 09/29/2010	10/1/2010 9:29
10	102	201376550085	10/3/2010	102001210	3729@Rac	12.7	0	New Email 09/29/2010	10/1/2010 9:29
11	102	201377511407	10/4/2010	1001645	583@Radi	2.32	0	New Email 09/29/2010	10/1/2010 9:29
12	102	201378775942	10/5/2010	1005633	4071@Rac	13.75	0	New Email 09/29/2010	10/1/2010 9:29
13	102	201379580927	10/6/2010	110000857	288@Radi	3.66	0	New Email 09/29/2010	10/1/2010 9:29
14	102	201379719149	10/6/2010	102000527	2699@Rac	26.8	0	New Email 09/29/2010	10/1/2010 9:29
15	102	201380622687	10/7/2010	102001025	2500@Rac	70.91	0	New Email 09/29/2010	10/1/2010 9:29
16	102	201380679359	10/7/2010	1012142	3015@Rac	20.13	0	New Email 09/29/2010	10/1/2010 9:29
17	102	201380720811	10/7/2010	105001438	1872@Rac	47.69	0	New Email 09/29/2010	10/1/2010 9:29
18	102	201380738346	10/7/2010	102001523	5742@Rac	58.29	0	New Email 09/29/2010	10/1/2010 9:29
19	102	201380751704	10/7/2010	106001601	1354@Rac	39.72	0	New Email 09/29/2010	10/1/2010 9:29
20	102	201381539893	10/8/2010	102001486	4417@Rac	18.01	0	New Email 09/29/2010	10/1/2010 9:29
21	102	201381777517	10/8/2010	106001809	2895@Rac	56.16	0	New Email 09/29/2010	10/1/2010 9:29
22	102	201381787419	10/8/2010	102000953	2399@Rac	48.75	0	New Email 09/29/2010	10/1/2010 9:29
23	102	201381789100	10/8/2010	102000953	2399@Rac	5.29	0	New Email 09/29/2010	10/1/2010 9:29
24	102	201382463186	10/9/2010	1005633	4071@Rac	28.55	0	New Email 09/29/2010	10/1/2010 9:29
25	102	201382506704	10/9/2010	104000471	1820@Rac	47.31	0	New Email 09/29/2010	10/1/2010 9:29

MailoutTickets\_20111229\_1604(1)

# WHY SWITCH TO CUSTOMER CONNECT

Targeted Marketing

Additional Reporting

Reoccurring  
Campaigns

Increase Sales



# SIGN UP TODAY!

Pricing is based on the number of active monthly subscribers

- No contracts
- No setup fees
- Free image hosting
- For signup information and to register:  
[www.counterpointpos.com](http://www.counterpointpos.com)

Number Of Subscribers	Monthly Fee
0-500	\$15.00
501-2,500	\$30.00
2,501-5,000	\$50.00
5,001-10,000	\$75.00
10,001 – 25,000	\$150.00
25,001 – 50,000	\$200.00
50,001 – 75,000	\$375.00
75,001 – 100,000	\$475.00
Greater Than 100,000	Custom Quote

**Try NCR Customer Connect for free for 30 days!**

# ANY QUESTIONS??

Contact us:

[retailsales@ncr.com](mailto:retailsales@ncr.com)

800-852-5852

Customer Connect sign up website:

<http://www.counterpointpos.com/solution/customer-connect.htm>

