aptôs®

Aptos® CRM

Aptos: Engaging Customers Differently

To succeed in today's demanding retail environments, you must be able to fully understand your customers; to profitably align your offerings with their traits and preferences in every channel and touchpoint; and to support rich, effortless, customer-centric shopping journeys.

Aptos delivers that advantage to apparel, footwear, specialty and general merchandise retailers. Our singular retail platform and innovative Cloud solutions unify complex omni-channel environments with the power of one product, one customer and one order, plus advanced analytics and data management, to enable seamless customer experiences and optimized management of your entire enterprise.

The Aptos retail suite includes:

- ‣ Store / Mobile Store
- ‣ Enterprise Order Management
- ‣ Digital Commerce
- ‣ Customer Relationship Management
- ‣ Merchandising Suite
- ‣ Merchandise Lifecycle Management
- ‣ Audit and Operations Management
- ‣ Analytics
- ‣ Professional Services and Support

Yet the Aptos advantage is about far more than just our solutions. We leverage more than 45 years of best practices; utilize the Cloud to drive efficiency, productivity and growth; support our clients through collaborative, long-term partnerships; and link our compensation directly to your satisfaction. In all these ways and more, we engage customers differently for superior results.

#1
Vendor for Tier 1*

1300
Retail Specialists

1000+
Retail Brands

130
Websites

130K
Stores

$570B
Annual Revenues Managed

*RIS Leaderboard

Aptos CRM

Capture, analyze and leverage customer information from all channels and shopping journeys to enrich engagements, relationships, loyalty programs and marketing campaigns.

You know the challenges: fierce competition from other retailers, combined with increasingly fickle and demanding consumers. Together, they make customer loyalty both imperative for your business and difficult to achieve. With so many other retailers working harder than ever to lure your customers away, you need to work smarter than ever to retain them and build their value to your brand.

Better in-store service, supported by enhanced POS capabilities, will get you part of the way there. But to really drive loyalty and lifetime value, you need to fully engage your customers in all channels using in-depth knowledge of who they are; how, when, and where they shop; what they buy; and what motivates them to buy again.

Aptos CRM lets you acquire this knowledge and apply it effectively in ways that keep your customers coming back! This suite of advanced tools enables you to create and maintain highly personalized, mutually beneficial customer relationships that drive sales, increase loyalty and support the key business processes you need to succeed in today's competitive retail marketplace.

Aptos CRM gives you everything you need to understand, analyze and segment your customers, and to design, execute, and manage highly effective loyalty points programs, targeted marketing campaigns and real-time communications to point of sale (POS) or other sales channels with:

‣ Multi-Brand Customer Database

‣ Campaign and Promotion Manager

‣ Customer Reporting and Analytics

‣ Loyalty and Rewards Manager

‣ Detailed Customer Data

‣ Point of Sale CRM

‣ Web-Extensions/ Web Services

‣ Marketing Management Services

‣ Support for Global Retailing

With Aptos CRM, a Customer You Know is a Customer You Will Keep

CRM is about building deep, progressively beneficial relationships with your customers—in a way that inspires them to build and maintain a deep, lasting relationship with your brand. Aptos CRM makes that happen. It combines a 360-degree view of your customers with powerful segmentation, loyalty and campaign management tools. Together with the customer information available within Aptos Store, these tools help you identify, profile, segment, engage, motivate and reward each customer;

Learn every relevant shopping trait of every customer in your database. They are all different—and often more different than you assume. Each one will tend to prefer certain types of merchandise and to pursue it through a particular mix of channels. They will shop more or less often at different times and spend more or less each time and over time.

Aptos CRM enables you to track and analyze all these variables and more in all channels. You'll learn what each customer's preferences are; what each customer purchased and returned in every channel, location and touchpoint; and much more.

Relate to each shopper based on who they are, what they want, and how they relate to you. It's a simple fact that shoppers prefer doing business with retailers they know and trust—especially ones who know and appreciate them.

Understanding how, when, and why your customers shop lets you identify with them on that level, and to design highly relevant, well targeted promotions, communications, and rewards that command their attention and compel a response.
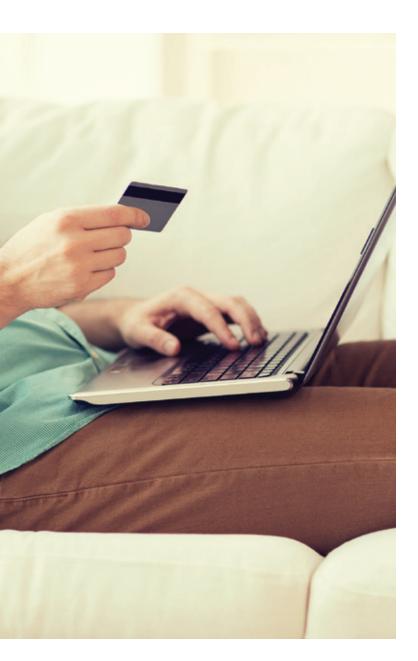
Connect with each shopper by creating personalized, consistent customer experiences across channels, and by executing targeted marketing programs in the right places at the right times using the right methods. With the tools in Aptos CRM, you will make it clear to your customers that you are committed to serving them as valued individuals, with relevant offers that will motivate them to buy and affirm their confidence in your brand.

Sell more merchandise to more customers more often and for more profit—based on your superior ability to offer exactly what they want, when and how they want it, and to engage them on a personal level in any channel. With more personalized engagements and targeted outreach, you'll drive visits, sales, enhance loyalty and enrich your bottom line.

Measure the performance of each marketing and loyalty initiative to analyze what works, what doesn't work, and to improve your next efforts and ROI. In doing so, you will refine what you know about your customers and your ability to relate, connect and sell in a reinforcing cycle that continually builds value over time.

Multi-Brand Customer Database

Everything you want to accomplish with CRM begins with developing and maintaining an accurate record of your customers. Even the most sophisticated marketing tools will be of little use if your customer database is of limited capacity or difficult to use or not structured for your business needs. The database in Aptos CRM is designed to fully support the broadest possible range of users, retail structures, functions, channels and brands.

Leverage a flexible retail data model based on a centralized database to let any authorized corporate employee or associates in any store identify customers and look up their contact information, demographic profile, attributes and purchase history, according to your rules. This complete view of the customer can be used for store-level clienteling to bring in traffic or for in-store suggestive selling. At the corporate level, the information can be used for conducting detailed customer analyses as well as for offering excellent customer service in a call center environment.

Access information easily with an intuitive user interface that encourages your associates to use the solution consistently, helps your head office staff use it effectively, and reduces training requirements across the board.

Use one database for your multi-channel, multi-brand, multi-currency operation with support for an unlimited number of divisions, brands and franchises, plus 360-degree customer views.

Gain sophisticated security at the user level to govern how cross-divisional data is shared, ensuring visibility and access only to data approved for each user and business unit.

Campaign and Promotion Manager

Customer Reporting and Analytics

The intuitive Campaign and Promotion Manager wizard lets you set up campaigns and promotions, manage their execution, and track results. To support these functions in all channels, CRM can interface to your POS, call center, kiosk, mobile app or e-commerce site.

Develop and support complex customer segmentation strategies with tight integration to the query tool and the segmentation tools, so users can easily select the most appropriate customer groups.

Create highly targeted lists for your own use or for third parties from a robust query tool with a graphical flow chart interface. Whether your next campaign is direct mail, voicemail, e-mail or text messaging, the Campaign and Promotion Manager will help you prepare and export the lists to send to your team or third-party vendors for execution.

Define and track control groups to determine lift, help identify and investigate responders and non-responders, and measure the true incremental sales for each customer segment—to quickly assess performance and help improve future campaigns.

Identify incremental sales to prove true ROI, with results that are automatically updated as transactions flow into the customer database.

CRM's suite of reports, templates and tools let you discover all the marketing opportunities in your customer data. Whether your organization is new to customer relationship management or a sophisticated practitioner, Aptos CRM has the comprehensive resources to deliver meaningful insights from your customers' data and enable you to fully understand their preferences and needs.

Segment your customer base and create lists of customers for direct marketing programs or further analysis. An intuitive point-and-click query builder allows the marketer to filter customer attributes, purchase behavior, and recency-frequency-monetary (RFM) variables to generate customer lists or segments.

Report and analyze with easy-to-use tools designed with the marketer in mind. The solution provides extensive customer, transaction, campaign and loyalty analysis right out of the box to reduce learning curves and let you use data strategically and productively in less time. Easy access to reporting and analysis tools is coupled with the underlying power and flexibility of our database architecture.

Perform multi-channel and multi-brand customer analyses using the intuitive user interface to quickly analyze and compare customer shopping behavior across sales channels. Purchase history analyses include a complete view of the customer, accessible from any point of interaction.

Leverage your data to drive ROI by using comprehensive market basket analysis and retention attrition reporting.

Manipulate report results with ease using functionality and flexibility from Microsoft Reporting Services, plus seamless integration with Microsoft Excel.

Key performance indicators and metrics from the CRM database make it easy to assess, understand and track your results, supported by a range of dashboards, Web access and Web objects from outside CRM.

Built-in integration with Aptos Analytics further enriches your ability to understand, analyze and apply customer data in more sophisticated and profitable engagement strategies.

Loyalty and Rewards Manager

The goal of any well-designed retail loyalty program is to drive ROI by changing customer behaviors; specifically, by providing meaningful incentives for them to shop more and spend more. To achieve that goal, you must be able to integrate all your sales channels, to reward customers based on an analysis of their purchase patterns and profitability, and to structure your program in a way that motivates them to act on your promotions.

The Loyalty and Rewards Manager component of Aptos CRM meets all those criteria. It lets you design and run multiple loyalty programs with multiple membership tiers, flexibly and securely.

Define basic and bonus-point rules to enable each program to have its own set of rules and point balances, which can be applied to as many brands/divisions as required.

Accumulate loyalty points across all channels and touch points so your customers will be excited, engaged, and motivated at every touch point—in-store, online or on calls.

Reward customers differently based on their value to your retail organization and your preferences. Rewards may be issued immediately at the POS in the form of a bounce-back coupon or a discount on the current transaction.

Analyze program performance accurately based on the percentage of your customer base in the program, percentage of sales coming from program customers, comparison of average purchases for preferred/non-preferred customers, new signups over time, and other criteria.

Automate membership upgrades and downgrades as well as points expirations and more.

Detailed Customer Data

Data you can't access is data you can't exploit. Aptos CRM releases all your customer knowledge and your full potential to leverage it.

Use the Customer Inquiry component to enable every authorized member of your retail enterprise to leverage the insight and knowledge of full 360-degree views of your customers and their activities.

Provide Web-browser access to summary or detailed individual customer information, so that anyone who needs to can answer specific questions quickly and efficiently from anywhere in your organization.

Customize your queries to suit your needs, for everything from identifying which address should be used for shipping, to reviewing purchase histories, to supporting loss prevention investigations.

Ensure that your records are accurate with easy-to-manage updates of each individual customer record, including addresses, household information and attributes.

Track and view opt-in history to see what your customer's opt-in status was at any point in time and to support your compliance with privacy regulations.

Track and view promotions to see which ones have been sent to specific customers and which ones they have responded to.

Track and view interactions such as email response, survey response, social media activity or Web browsing activity.

Redeem rewards for specific customers in your loyalty program.

Contact Manager

Manage all customer contacts including calls made by and to the customer, as well as letters and appointments at the store.

Set up and track appointments using a calendar tool, with a day and week view for associates and stores.

Define and set multiple contact types to track and access according to your specific needs.

Mass-assign contacts from head office and direct associates' actions to follow-up on.

Your customers interact with your brand and enterprise in many ways—not only when they are shopping or at a point of sale. To fully understand them and maintain an informed relationship, you and your associates need a complete and accurate picture of their activities. Aptos CRM makes that easy by tracking and integrating their transaction- and non-transaction-based events.

Point of Sale CRM

Every customer interaction is an opportunity to build loyalty and drive sales—through promotions, online, and especially within the store. For this reason, it's very important to arm your sales associates with the tools they need to relate to your customers personally and professionally directly on the sales floor.

Point of Sale CRM delivers! It is designed to greatly enhance your point of sale system by letting your associates connect directly with the Information Center repository while they are connecting with your customers. This equips them to build sales with intuitive, user-friendly access to detailed customer data and the same consolidated view of customer activity as head office.

Generate customer-specific messages at POS to put actionable information in the hands of your sales associates at the best possible time to deliver rewards, reinforce loyalty and motivate further sales, enabling them to provide outstanding customer service.

Maintain full control with custom-definable attributes that let you tailor associate access to your preferences and the needs of your operation.

Web Extensions / Web Services

Even the best CRM data is of little value if you can't access and leverage it easily according to your needs. Aptos CRM Web Extensions simplifies access to your customer data and integrates it with any channel such as your online store, mobile app, kiosk or point of sale to deliver relevant, personalized content at all touch points.

Personalize your website, kiosk, or other non-store experience based on your customer's individual preferences by linking these external transaction points to your central customer database.

Trigger customer-specific information or one-to-one messaging, including suggestions that will help drive up-selling and cross-selling, plus important information about how many points are required to reach the next threshold in your rewards program.

Improve the accuracy of your customers' data and improve productivity by enabling customers to self-update their contact information and preferences.

Marketing Management Services

Aptos can deliver the full potential and benefits of advanced CRM—even if you lack the required resources or in-house expertise. With our Marketing Management Services, our CRM experts can take care of any and all aspects of your program—from database hygiene to customer analysis and segmentation, to designing, executing, and managing your promotions and loyalty initiatives. We also offer strategic and ad hoc consulting to enrich your capabilities.

We know retail, and we know the Aptos CRM solution like nobody else. With a team dedicated to providing CRM operational support across many clients, we offer efficiencies to improve the effectiveness and security of your CRM operations while driving down the cost of service, including:

‣ CRM Data Management & Hygiene Services

‣ Duplicate record identification and reconciliation

‣ Data import error correction and reconciliation

‣ Address standardization through National Change of Address (NCOPA) service processing

‣ Demographic data appends

‣ Data quality and capture reporting

‣ Application business parameter and process review

CRM Campaign and Loyalty Management Services

‣ Customer list selection

‣ Control group construction and management

‣ Promotion definition

‣ Preparation and transmission of mailing lists and files

‣ Customized promotion reporting

‣ Trend analysis

‣ CRM strategic consulting

‣ Customer segmentation and modeling

‣ Loyalty program design and implementation

‣ Transaction sequence and product analysis

‣ CRM program kick-start

CRM Training Services

‣ Basic training for new hires and staff with no product CRM experience

‣ Advanced training for business users who have mastered the basics and wish to leverage more advanced features and reporting

‣ Strategic training for business users who wish to use the solution with in conjunction with other tools or wish to engineer and test new business processes

Ongoing CRM Education

Aptos is committed to continually improving your capabilities and ensuring you remain informed and up to date with our solutions and services. In addition to our wide variety of training opportunities, we offer forums to keep you fully informed and involved in our product direction. These include Client Advisory Boards, focus groups, client conferences, e-Seminars, blogs and publications. We encourage all our CRM clients to stay involved.

aptos.

About

Aptos: Engaging Customers Differently

Aptos is the largest provider of enterprise software focused exclusively on retail. Our cloud-based Singular Retail™ solutions are trusted by over 1,000 retail brands in 55 countries. With industry-leading omni-channel commerce and merchandise lifecycle management solutions, we help retailers develop dynamic and responsive assortments, streamline operations and deliver integrated, seamless experiences…wherever shoppers choose to engage. More than 1,300 colleagues share our collective passion for engaging customers differently, and we are committed to developing relationships built on trust and tangible value by partnering with our clients to create agile retail enterprises that are built to thrive in an era of constant change. Learn more: www.aptos.com.

Contact

📞 1-866-880-4200

✉ info@aptos.com

🌐 www.aptos.com

in linkedin.com/company/aptos-retail

🐦 twitter.com/aptos_retail

f facebook.com/AptosRetail

Offices

NORTH AMERICA

Atlanta, GA - Global Headquarters
945 East Paces Ferry Road, Suite 2500
Atlanta, GA 30326 USA
+1 866 493 7037

Columbus, OH
400 Venture Drive
Lewis Center, OH 43035 USA
+1 614 840 1400

Montreal, Canada
9300 Trans-Canada Hwy, Suite 300
Saint-Laurent, QC H4S 1K5 Canada
+1 514 426 0822

Monterrey, Mexico
S. de R.L. de C.V., Boulevard Constitucion,
#2100 piso 14, oficina número 4
Col. Santa Maria, Monterrey NL
64650 Mexico
+52(81) 8526 1145

EUROPE

Marlow, UK
Marlow International
Parkway, Marlow
SL7 1YL UK
+44 (0)1628 362252

West Bromwich, UK
Sandwell Business Centre
4th Floor, 1 Providence Place
West Bromwich, B70 8SZ UK
+44 (0)8708 506880

Milan, Italy
Via Frigia
27 20126 Milano, Italia
+39 02 25771.1

Paris, France
39, rue Saint-Lazare
75009 Paris, France
+33 1 55807940

Chemnitz, Germany
Neefestrasse 88
09116 Chemnitz, Germany
+49 371 4 00 13-0

ASIA

Hong Kong
22nd Floor, Tai Yau Building
181 Johnston Road
Wanchai, Hong Kong
+44 116 239 1610