

## Infor CRM<sup>Epiphany</sup> for Retail



➔ Infor's CRM solutions are helping the world's largest, multibrand, multi-channel retail companies efficiently gather customer intelligence, capitalize on current customer relationships, and leverage technology investments.

### Be enterprising.

In today's retail industry, understanding customer needs and delivering a positive customer experience are critical to building long-term profitable customer relationships. For enterprising retailers, the fundamental challenge is to ensure customer loyalty and satisfaction by providing a consistent customer experience across multiple channels.

The market-leading Infor™ CRM Epiphany<sup>®</sup> suite was designed with the needs of today's retailers in mind. It offers integrated database marketing capabilities that unify enterprise-wide customer data and bring customer intelligence to the planning, execution, and monitoring of outbound marketing campaigns.



## Leverage experience.

As a leading provider of CRM solutions for the retail industry, Infor provides a critical understanding of your competitive requirements, gained through years of successful business and software implementation experience. Our business-specific CRM solution offers robust analytical and campaign management features that empower you to:

- *Identify your most profitable customers*—By tracking customer behavior across all brands and channels, you can easily identify your best customers and present the right offers at the right time. You can ensure consistency with these customers by synchronizing customer communications across all business units and channels.
- *Improve customer loyalty and retention*—Gaining clear customer insight through a comprehensive database, you can easily provide superior customer service and improve campaign effectiveness while avoiding churn and enhancing customer satisfaction and loyalty.
- *Increase revenue*—With a 360-degree view of customer activity, you can suggest the best offer in a given situation, motivating customers to make additional purchases for increased cross-sell and up-sell revenue.
- *Foster flexibility*—Increase your strength and resistance to market threats. Rely on Infor's open, adaptable technology for a flexible business infrastructure.

## Get business specific.

Infor CRM for Retail is a robust, scalable enterprise solution that allows you to integrate back-end customer data sources to create a single, enterprise-wide customer view based on information gathered from multiple business units and channels.

*Key capabilities include:*

### **Deliver complete customer intelligence**

Traditional retail marketing systems rely on disparate data sources and individual systems to manage each phase of the customer interaction cycle from engagement and transaction to fulfillment and service. Such disparate, non-integrated systems lack the ability to communicate with each other to provide a complete customer profile. Infor CRM for Retail streamlines all business processes that affect the customer, delivering complete customer intelligence to customer service representatives and ensuring a consistent customer experience across multiple business units and channels. Integrated customer list selection, segmentation, and fulfillment functions are also included.

### **Improve customer loyalty and retention**

It's common knowledge that keeping existing customers is less costly than acquiring new ones. Infor CRM for Retail improves customer loyalty and increases retention by tracking customer behavior across all brands and channels for improved customer outreach and service. The system analyzes customer data and recommends the optimal retention offer for each customer and matches the value of an offer to the value of the customer. It allows you to take immediate action to retain an unhappy customer by facilitating the management of retention programs (like coupons and special offers).

### **Increase revenue with cross-sell and up-sell programs**

For retail companies whose existing customer base is an untapped resource, effective cross-sell and up-sell programs can hold the key to increased revenues. Infor CRM for Retail allows you to generate significant additional revenue with closed-loop analytic capabilities that help you measure customer response rates and identify the best offer or marketing message that will derive the highest value from a particular customer. Such efforts validate the cost of capturing customer information and help determine the effectiveness of cross-sell and up-sell



programs across all channels, enabling you to turn call centers and online stores into true profit centers.

#### **Maximize existing technology investments**

Infor CRM for Retail allows you to maximize existing technology investments. By augmenting existing front- and back-end systems, the system integrates with any web site, contact center, point-of-sale device, or other application to enable intelligent customer interactions in real time. Custom interfaces unlock the value from existing systems, and rapid implementations provide fast ROI.

#### **Get enterprise-class scalability and performance**

Infor CRM for Retail provides near-linear scalability on symmetric multi-processor systems and can be deployed across multiple, distributed servers to extend scalability and maximize reliability. Each server is capable of driving hundreds of thousands of intelligent, real-time interactions per hour. Failure detection and server switchover are automatic, enabling continuous reliability with no interruptions in service.

#### **Leverage industry best practices**

Infor CRM for Retail leverages retail industry best practices and is easily configurable to adapt as your roles and processes evolve.

*Components include:*

#### **Marketing**

Inbound and outbound marketing capabilities help streamline the campaign process and create real-time customer profiles that can be analyzed to identify high-impact offers at the time of interaction.

#### **Sales**

Sales force automation and opportunity management capabilities facilitate customer conversations by driving intelligence into every customer interaction.

#### **Service**

Personalized contact center capabilities give customer service representatives a unified view of customers across all existing systems and empower them to shorten call times and resolve issues on the first call. Sophisticated, real-time analytics drive personalized, customer-focused processes and offers, turning customer interactions into revenue opportunities.

## **See results now.**

Infor CRM for Retail is helping the world's largest, multi-brand, multi-channel retail companies efficiently gather customer intelligence, capitalize on current customer relationships, and leverage technology investments. It enables them to deliver the most appropriate message to each customer through every channel, learn which characteristics are most predictive of customer acceptance, and automatically adjust targeting for subsequent interactions and marketing campaigns. Let this powerful solution help your company generate a fast return through:

- Complete customer insight
- Informed, intelligent marketing campaigns
- Consistent customer communications
- Improved customer loyalty and retention
- Increased revenue through effective cross-sell and up-sell programs
- Easy integration with new and existing technology systems
- Low total cost of ownership

## **About Infor.**

Infor delivers business-specific software to enterprising organizations. With experience built in, Infor's solutions enable businesses of all sizes to be more enterprising and adapt to the rapid changes of a global marketplace. With more than 70,000 customers, Infor is changing what businesses expect from an enterprise software provider. For additional information, visit [www.infor.com](http://www.infor.com).

**Infor Corporate Headquarters**  
13560 Morris Road  
Suite 4100  
Alpharetta, Georgia 30004  
USA  
Direct: +1 (800) 260 2640

Contact your local  
Infor office regarding  
availability of products  
in your region

