



Shop <sup>365</sup>

Empowering retailers to engage with their customers

<initium>  
begin.excel

# Consumers are evolving

“ Retailers must be able to interact with customers through countless channels: **websites, physical stores, kiosks, direct mail and catalogs, call centers, social media, mobile devices, gaming consoles, televisions, networked appliances, home services**, and more...”

Omnichannel retailing is the way forward for retailers seeking to satisfy customers who increasingly want everything

Customers are

**57%**

through the buying process before they engage

“ Unless conventional merchants adopt an entirely new perspective – one that allows them to integrate disparate channels into a single, seamless omnichannel experience – they are likely to be swept away.

Successful companies will engage customers through omnichannel retailing: a mashup of digital and physical experiences. ”

Harvard Business Review, Dec. 2012

# Introducing Retail Omni-Channel



## Microsoft Dynamics CRM

- Sales
- Marketing
- Customer Service
- Social Listening
- Marketing Portal
- Productivity Features
- Extensibility Features



## Certified Solutions

Built for  Microsoft Dynamics CRM

- E-Commerce
- Social Marketing
- Mobile Apps
- Contact Centers
- Rewards & Loyalty
- Online Surveys
- Mail Management

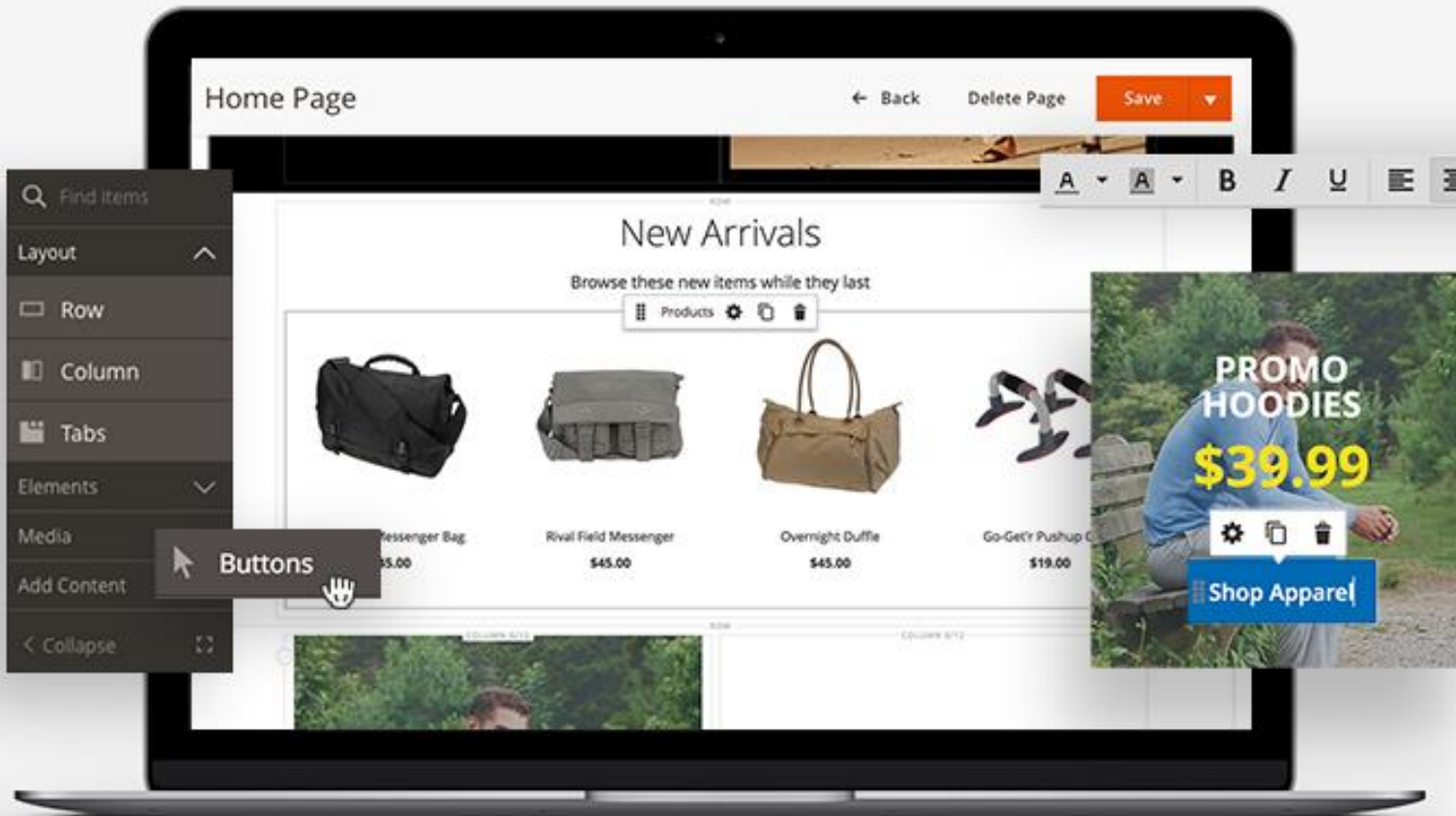


# Benefits Overview: eCommerce Platform



- Meaningful Commerce Experiences
- Seamless Shopping Everywhere
- Intelligent & Efficient Operations

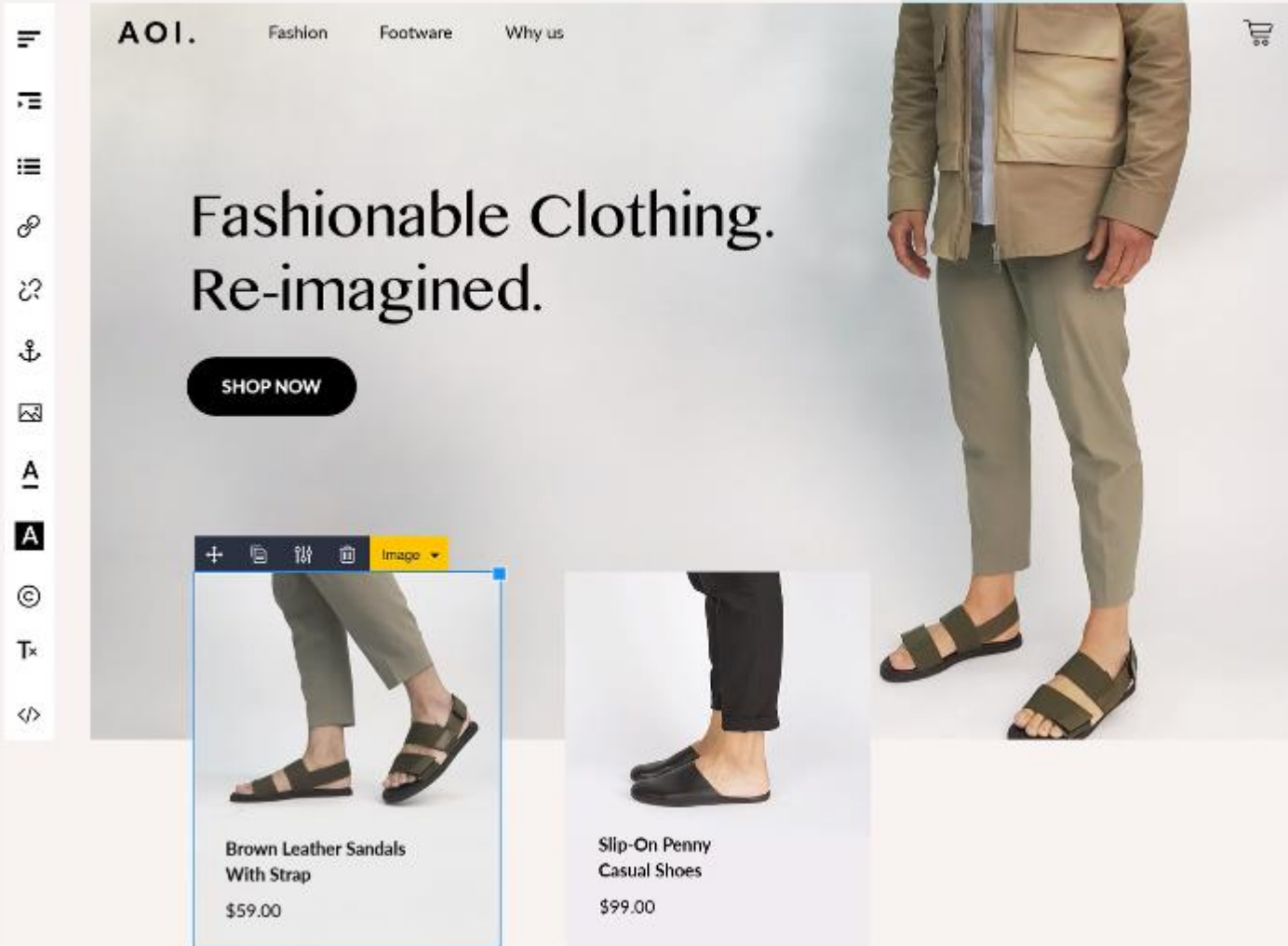
No other platform gives you the power to create unique and engaging shopping experiences. Enjoy rich, out-of-the-box features, an unrivaled ability to customize, and seamless third-party integrations. With our eCommerce platform, a global ecosystem of implementation partners, and a vast marketplace of extensions, it's time to bring your commerce vision to life



# Create richer shopping experiences with **Page Builder**

Own your narrative with powerful content creation tools that enable merchants to create best-in-class shopping experiences without creative limits or the need for developer support

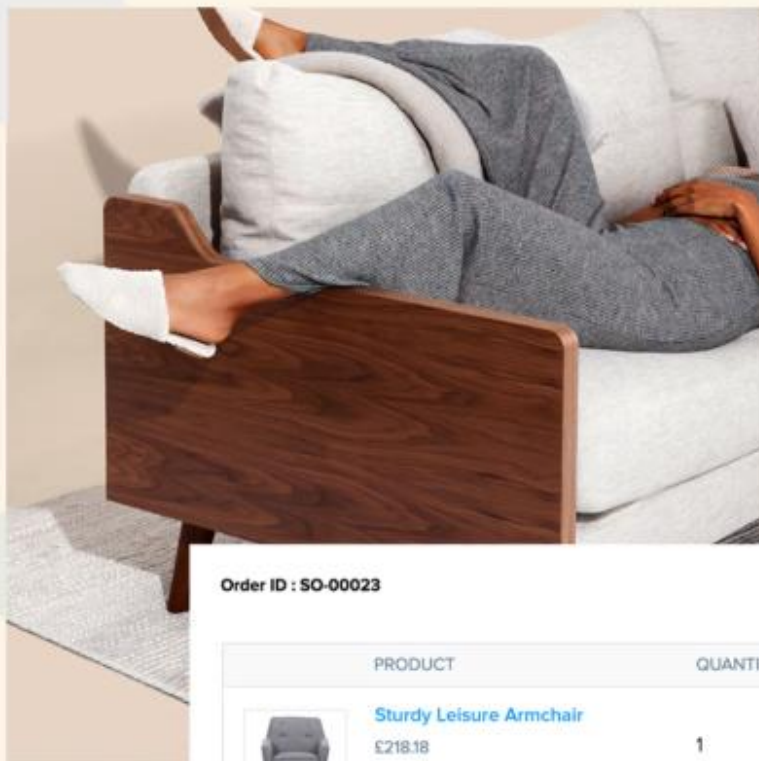
- Save time and resources
- Engage shoppers with fresh, rich content
- Take control over your brand
- Make Page Builder your own



## Build

an ecommerce website

Design your online store yourself with our drag-and-drop builder and professional website templates. Save on development costs and start selling faster.



**Customer Details** 

 Huafang Textile Co Ltd.

 \_\_\_\_\_

 \_\_\_\_\_

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**Fraud Analysis**

Location: Not Available

IP Address: \_\_\_\_\_

[View Full Details](#)

Order ID : SO-00023 Print Invoice

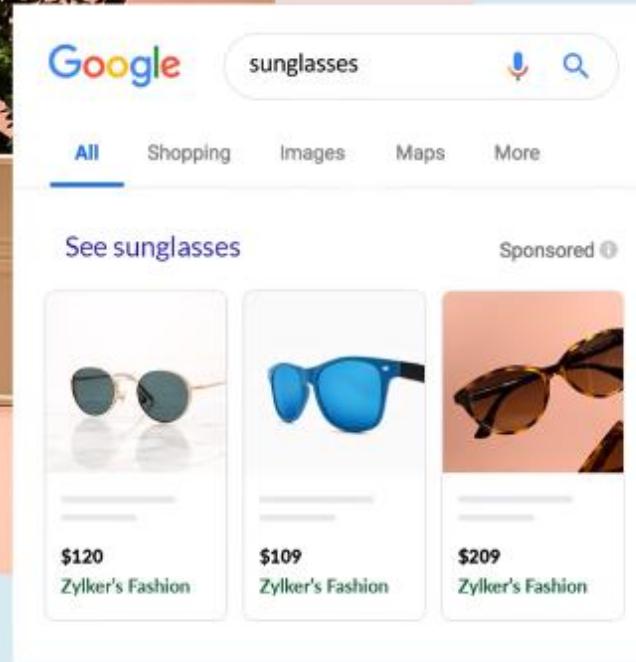
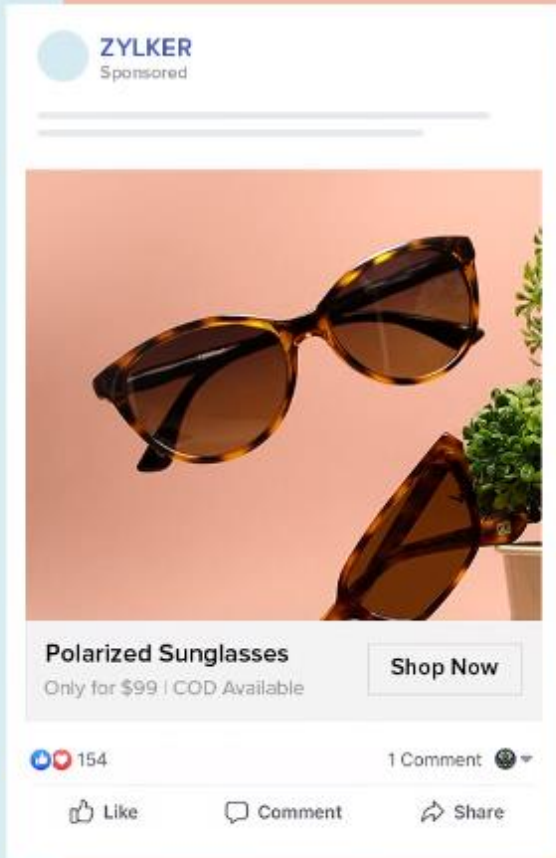
PRODUCT	QUANTITY	AMOUNT
 Sturdy Leisure Armchair £218.18 Color : Gray SKU : A-L-10-Gray	1 Available Stock : 20	£218.18
 Solid Large Wing Chair £218.18 Sizes : 12   Color : Teal SKU : A-L-12-Teal	1 Available Stock : 38	£218.18
Order Total		£436.36

# Manage your store

All inclusive features:

- order management,
- shipping integration,
- product catalogues,
- payment gateways,
- SEO,
- email automation,
- and more.





## Market your store online

Engage with customers within the same dashboard to convert website visitors, encourage repeat purchase, and recover lost sales. Make informed decisions with advanced reporting and analytics features.

# Benefits Overview: Powerful Customer Loyalty



# Know Your Customer



Get a 360o View of your Customer Profile across all business channels



Get KPIs and Analytics of Your Customer behavior, preferences and habits



Segment customers based on their customer attributes and customer profile

**76%** of CMOs say that their leadership team now judges marketing successes and failures faster by using online systems and dashboards.

Forrester Research

# Microsoft Dynamics CRM – Account Management

- Automatic calculation and recognition of customer rewards pointing system
- Agile and Flexible integration with multiple commerce channels
- Grant your customer web and mobile interfaces to enhance customer engagement



## Know Your Customer



## Role-Based - Smart Marketing Based on KYC Knowledge base

### A. Customer Segmentation

#### Rule Setup:

1. Select Customers who are identified as "Seasonal Shopper"
2. Recognize "Preferred Brand" for each customer.
3. Define product category demands and conduct your campaign.

### B. Promote Reward Programs

#### Rule Setup:

1. Find Customer who are entitled for your rewards.
2. Recognize their purchase habits and preferred brands.
3. Promote slow moving items to achieve better utilization.

Result: Multi-Channel Direct Marketing



# Know Your Customer



Mobile  
Notifications



Short  
Messages



Email  
Campaigns



Call Center  
Integration



## CUSTOMER MOBILE APPS

### Get them closer to you

Capitalize the value of your potential clients with your own loyalty app. With loyalty cards, coupons and deals, available on the phone, customers can easily manage all their reward programs from one place, without the worry to lose plastic or paper cards.

- Barcode, 3D, ID loyalty cards
- Scan the barcode to instantly load the loyalty card
- No need to carry plastic cards
- Protect loyalty cards with a passcode
- Reminder for card expiry
- Check-ins, and sharing on different social networks, Facebook, LinkedIn and Twitter
- Push notifications, text messages, and emails
- Available on iOS and Android

### Connect with your Customers

Keep your customers connected through online ordering mobile apps. Put yourself not just on their minds, but in their pockets as well.



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