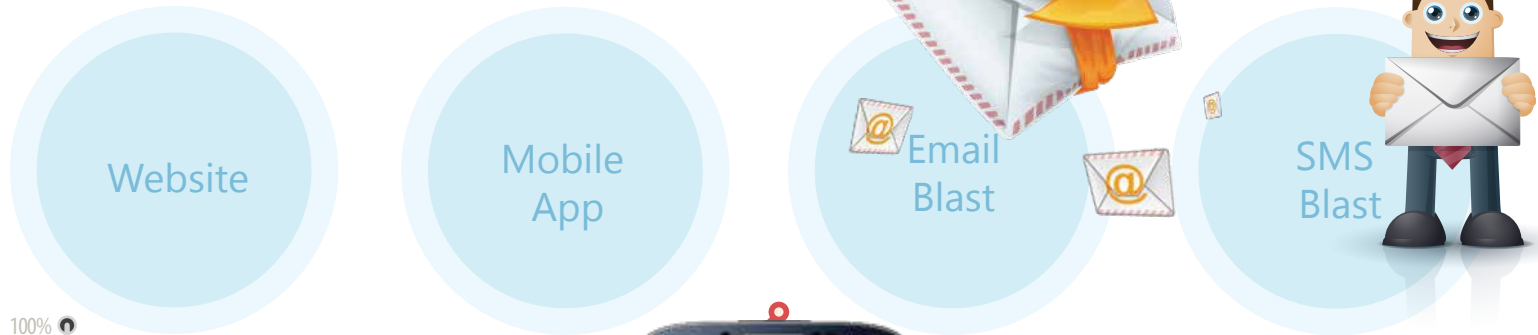


Manage effective loyalty programs for your customers



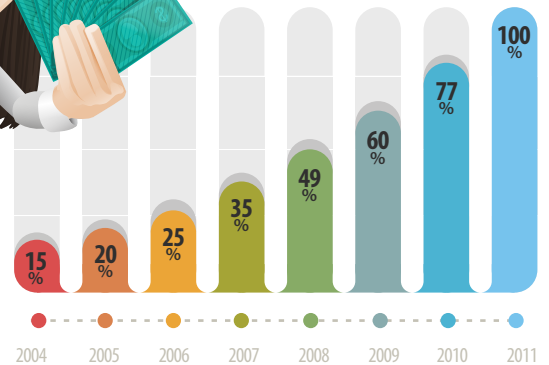


Customer relationship management is a constant evolution and it's becoming more important to constantly engage and interact with your customers in real-time. Having the right technology to manage your promotion programs help you grow revenue by maintaining good relationship between you and your loyal customers. Our loyalty system and media campaigns enable your team to create campaigns that drive personalized interactions which increases revenue and improves customer satisfaction.



Raptor CRM

Raptor CRM is feature rich and technologically superior. Whether you plan to implement a loyalty points system, a cash rebate system, or use the traditional way of providing discounts, we will be able to configure the system the way you need it. Our aim is to provide a powerful and yet simple platform for the stores to provide excellent service to the customers. Raptor CRM which is very scalable is also fully integrated with the Raptor POS system.



Reward Your Loyal Customers

Drive visits and spending to your stores with promotions. The promotions can be extended to all members or just a select few who need a little extra incentive to visit during a certain day or day part or to purchase a specific menu item.

You'll have the ability to place incentives on targeted accounts and notify those members about the promotions via web, emails, sms or push messaging.

Tailor any offer you make, and decide exactly how and when a customer may use it. With a few clicks of a mouse you can select as few as 2 or as many different options to shape the final offer, just the way you want.



Online Membership System

At the POS, our software tracks and rewards in real time based on actual customer behavior. It also delivers up-to-date account information on every POS you have. Raptor will work with a single store or a thousand store brand.



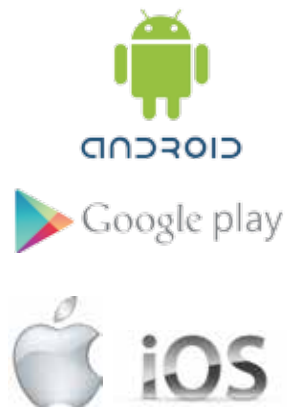
POS Integrated Mobile Application

We have CRM mobile apps for your business. Just like the web, this application allows the customers to register and check rewards, get notifications about your newest promotions, and connect to your social media account, etc.



POS / CRM Integrated Web Site

We provide a rich interface that easily plugs into your own existing web site. This interface allows customer to register new members and synchronize data your POS. Customers also have the ability to check ongoing rewards balance points and rewards with detailed transactions can be viewed too.



Email Blast

Create and execute targeted email campaigns to your customers. Send email campaigns with on demand or schedule them to go out automatically. With email marketing, it so easy to precisely target interested customers and track your results.

SMS Blast

Send text message for instant promotions to all or specific members at a specific time directly to their mobile phone

Push Messaging

We are in the smartphone era which push messaging is one of the most effective ways to communicate with your targeted audience.

Report

A loyalty program is a structure, a tacit transaction between a consumer and your store where the customer gets a reward and recognition from you. On its part, you don't just gain customers, but also information about their behavior through transaction history. One person's information gets extrapolated to thousands of others and one can just imagine the richness of that data.

1. EMail, SMS, push messaging reports
2. Effectiveness of CRM
3. Membership utilization report
4. POS Report
 - i. Membership details (demography)
 - ii. Members' favorite item
 - iii. Member Attendance
 - iv. Member's Spending
 - v. Top Spender
 - vi. Membership Customized Report

Data Migration: Raptor has the ability to migrate any data from other platforms. Our team is experienced and able to provide a 24 x 7 support.



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