



ACCELITEC
INTERACT

Accelitec | *interact* CUSTOMER CONNECTIONS DIGITALLY DELIVERED



- ▶ Deliver the right message to the right customer at the right time.
- ▶ Recognize and motivate specific customer behavior with low-cost, one-to-one marketing.
- ▶ Use business insights to accelerate the rate of return trips and increase per-trip spending from your best customers.
- ▶ Drive store margins and revenues with a proven solution.

ACCELITEC | INTERACT AT A GLANCE



CUSTOMER CONNECTION



- ▶ On-demand loyalty and promotion engine
- ▶ Online merchant reporting
- ▶ Prepay, in-store credit, linked ACH, and credit cards
- ▶ Uses existing programs and in-store technology
- ▶ Customer relationship management tools
- ▶ B2B program and account management
- ▶ Charity, scrip, alliance marketing, and green initiatives

Rethinking Retail Marketing

Today's retailers can't win – or can they?

Struggling with a challenging economic environment and price-sensitive shoppers, today's progressive retailers are rethinking their customer retention and marketing strategies. Traditional marketing, from newspaper inserts to direct mail, comes with a high price tag and dwindling response rates. Undifferentiated discounting compromises lean margins and fails to generate sustainable loyalty. And an increasing number of competitors are fighting for a fickle customer base that spreads its spending across multiple retail chains.

Fortunately, there is a better way to enhance customer loyalty and retention.

Imagine:

- Launching a customer connection program where your best (or most loyal) shoppers willingly opt in and provide detailed information about themselves that you can use to focus marketing efforts
- Leveraging the power of digital marketing to deliver low-cost, one-to-one promotions that customers gladly respond to
- Motivating specific customer behavior, such as driving sales of particular products, increasing per-trip spending, and accelerating the rate of return trips
- Using real-time purchasing data to enhance your understanding of customer needs and behavior on an ongoing basis
- Proactively managing product recalls and returns, shifting the process into a brand-enhancing customer experience
- Providing value-added services that meet real customer needs and address their individual preferences
- Delivering digital coupons and store promotions directly to a customer's secure digital wallet.



Grocery ROI

- ▶ Increase margins, visits and per-trip spending
- ▶ Full ROI in under 12 months
- ▶ Built-in low cost digital marketing engine
- ▶ Can be funded by re-allocating a small percentage of existing ad budget

Imagine a new way of connecting with your customers with Accelitec | *interact*. This innovative solution pairs “intelligent” loyalty cards with rich functionality to create an integrated in-store system that transforms the way retailers manage and grow valuable customer relationships. And since Accelitec | *interact* is delivered as software-as-a-service, retailers have the opportunity to pay as they go, reducing costs and accelerating the path to ROI.

Accelitec | *interact* enables retailers to compete on what counts — service. Shoppers readily respond to the value of new customer connection programs with participation rates that easily exceed 80% or 90% of all store transactions. Retailers that have deployed the program have seen Accelitec | *interact* increase per-trip spending, accelerate the rate of return trips, and help them quickly solidify their stores’ position as customers’ primary shopping destination. Accelitec | *interact* is the smart choice for retailers seeking to distinguish themselves in a competitive marketplace and grow their revenues through superior, customer-focused service, rather than relying on undifferentiated discounting.

About Accelitec, Inc.

Accelitec, Inc. is a software development company located in Bellingham, Washington, delivering software-as-a-service solutions to grocery, retail petroleum, restaurant, and other retail categories to achieve greater customer retention and acquisition goals. For more information, please visit

WWW.ACCELITEC.COM

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- The robust .NET architecture is designed specifically for retailers and combines the best of customer relationship management, loyalty, and payments in an easy-to-use set of online tools.
- A comprehensive, flexible toolset includes a branded online retail portal; digital marketing, customer management, and reporting tools; a personalized shopping list and purchase history; automated recall notifications and crediting; store credit, linked ACH payments, and private label pre-pay; a streamlined product return program; and more.
- The personalized, customer-centric services incent shoppers to provide highly detailed information about their preferences that retailers can mine to target relevant marketing messages.
- “Intelligent” loyalty cards, powered by RFID, barcode, or mag strip media, and a powerful, secure customer database create a constantly evolving repository of customer data that can be used to create value-added services.
- Customer service tools enable easy segmentation and low-cost digital and wireless push marketing for targeted and in-store offers.
- The solution provides a single, consistent view of customers across every touchpoint, while still maintaining the flexibility to identify and analyze customers in multiple ways.
- Reporting tools allow retailers to track and analyze store sales, campaign response, customer purchase habits, marketing promotions, and much more.
- Test-and-learning marketing capabilities allow retailers to pilot and refine new programs with a select group of customers before launching large-scale promotions.
- Customer data is encrypted at point-of-sale and housed only in a secure online database, protecting sensitive personal and payment information.
- Analytic and reporting tools help retailers run their businesses more productively, driving down marketing and sales costs, while improving their effectiveness.
- Software-as-a-Service integrates with retail infrastructures, reduces upfront costs, and quickly provides ROI retailers can measure.