

Retail & Consumer



Industry Challenges - Improving Customer Loyalty



Increased interaction, data captured on customer profiles/buying patterns, and sophisticated analysis techniques have given retailers unprecedented access to the mind of the customer. This brings back the pressure on technology to provide data capture systems & tools to capture & analyze customer buying patterns that can significantly help in augmenting customer loyalty.

A recent poll by MetaGroup found that 71 percent of data-savvy retailers leverage customer data to engage in retail CRM activities are designed to increase sales in the store. However most retailers are yet to travel the complete loyalty journey. Fifty percent engage in direct mail campaigns and loyalty programs; 40 percent have implemented e-mail campaigns and 30 percent of retailers engage in clienteling.

Bootstrap Retail solutions intend to address this new challenge by cutting through the retail supply chain and address this new challenge of Retail CRM by providing solutions to manage its customers's customers.



Bootstrap's Solution

Bootstrap's rCONNECT Framework helps retailers by filling the gap between marketing analysis and the customer touch points. Only Best solution to Increase Customer Loyalty on regular basis.

The Framework is an all-encompassing service that covers

- Customer Loyalty System
- Enterprise Application Integration - to all customer touch points
- Customer Data Analytics
- Software Engineering
- Database & Systems Administration
- Project Management
- Complete Managed Services
- Customer connect – Always on Easy Connect



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