



SYM-PAC

# Customer Relationship Management

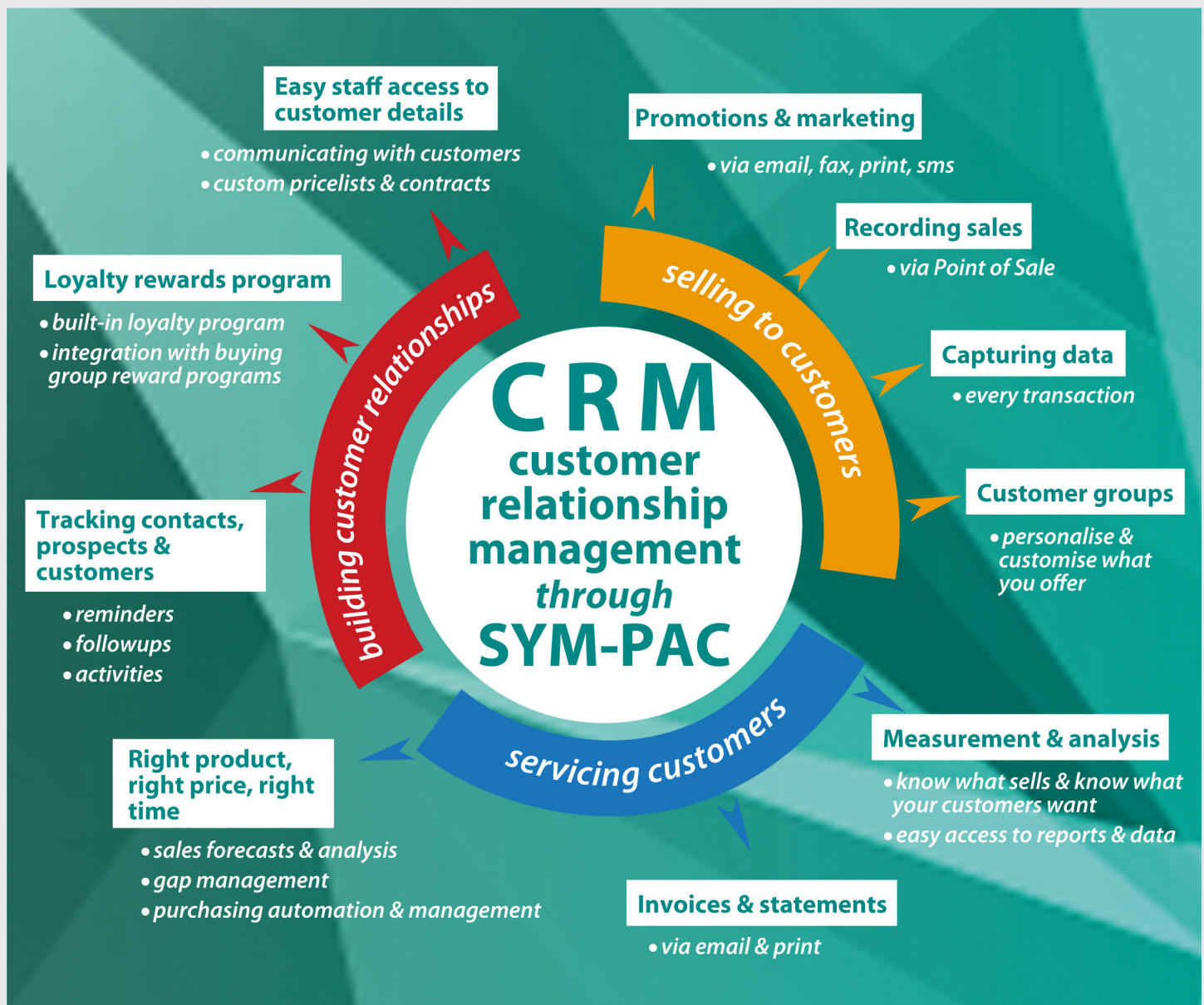
## CRM — Customer Relationship Management

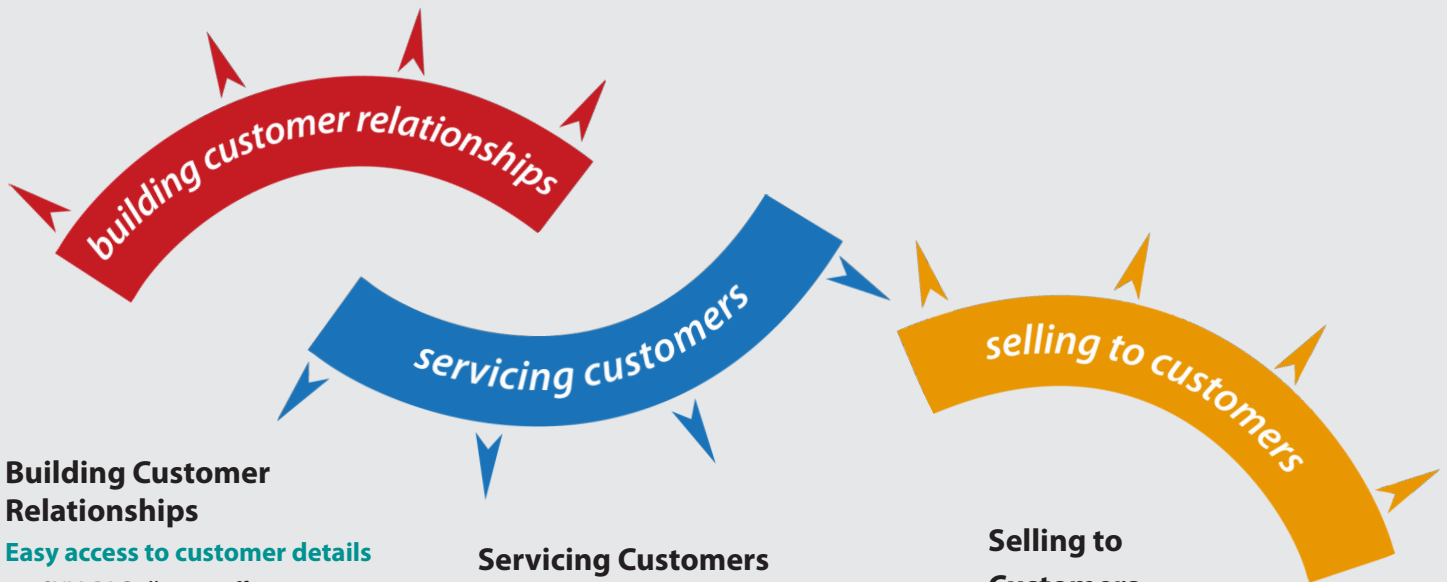
- *Within a retail environment, using a CRM system can help you to keep track of your store's procedures for knowing your customers — in the 'olden days', this would have been the information in the heads of the store owners, manager and staff!*

These days, the complexity & quantity of information means you need to rely on a system to help :

- Keeping your customer details and preferences updated & accessible

- Knowing what they come in to buy & making sure you have the products they need
- Providing them with special offers or promotions for items they're interested in
- Selling to trade accounts on contract with special prices & discounts that only apply to them
- Rewarding your customers for shopping with you by providing them with a loyalty program that keeps them shopping to earn more rewards!





## Building Customer Relationships

### Easy access to customer details

- SYM-PAC allows staff easy access to customer details — like name, address, delivery preferences, contact details, email addresses, and so on.
- Appropriate levels of access are easily setup & maintained with SYM-PAC's Debtors & Customer Management functionality.
- Provide custom pricelists and contracts for your trade account customers, and automatically have these apply at Point of Sale.

### Loyalty rewards program

- SYM-PAC has its own built-in Loyalty module which provides a wide range of options to setup & implement loyalty rewards for your customers.
- In addition to this, SYM-PAC integrates with a number of buying group loyalty programs, allowing you to seamlessly use your buying group offerings within your SYM-PAC system.

### Tracking contacts, prospects & customers

- Retailers can easily see the logic of tracking customer sales — but need to go further. Wherever trade accounts are established, this is the area you want to measure and grow.
- SYM-PAC allows you to easily manage growth of your trade business, and to develop your own list of prospective trade accounts — including contact details, sales notes & reminders.

## Servicing Customers

### Right product, right price, right time

- Use all of SYM-PAC's advanced Inventory functions to keep your stock in control & performing at its best.
- Standard features of SYM-PAC's Inventory include:
  - Sales forecasts & analysis
  - Gap management
  - Purchasing automation & management

### Invoices & statements

- SYM-PAC provides you with a wide range of templates, or your choice of custom design, for your business invoices & statements — making sure your documents are as professional as your face to face customer service.

### Measurement & analysis

- Export your data easily to analyse and explore your results in more depth — and combine actual results with your own insight to assess what's working well & what needs to change.

### SYM-PAC eCommunications

- Use SYM-PAC to issue the invoice for the transaction — and then send it to the customer via:
  - email
  - fax
  - SMS
  - print!

## Selling to Customers

### Promotions & marketing

- Make your promotions work harder by communicating regularly with your customers!
- Add emails, SMSs, printed letters & faxes to your regular merchandising activities — with SYM-PAC's built-in eComms features.

### Recording sales

- Via SYM-PAC's famous \*fast\* Point of Sale, know that each transaction is recorded accurately, including all details for account sales, promotional products, loyalty points accrued & redeemed — no double-handling!

### Capturing data

- All transactions are captured seamlessly within SYM-PAC — and your data is easy to access via a huge range of reports available at your fingertips.

### Customer groups

- Everyone is an individual — and so are your customers! With SYM-PAC, you can easily customise & personalise what you offer your customers by deciding on groups or categories of customers.
- For example,
  - builders
  - local councils
  - schools
  - maintenance contractors
  - farmers & rural, and so on.



**SYM-PAC Solutions**

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we listen

we innovate

we deliver

**Solutions to  
get on with  
business**

