Customer Marketing & Loyalty

One reason many companies implement Customer Marketing software is to build Customer Loyalty. Loyalty comes from managing customer relations to ensure preferential treatment for your best, most profitable customers. In turn, these customers will keep coming back.

All customers are not created equal!

Data gathered at the Point Of Sale can provide valuable information, such as which customers are profitable and which ones only do business with you when there is a sale or they have no other choice. The bottom line is the need to better understand your customers and use this information for promotions to different customer groupings.

No matter what size your company, building and nurturing a base of Loyal Customers through targeted marketing efforts contributes to a better bottom line. That is how the most profitable companies separate themselves from the pack.

ProphetLine for Windows has everything you need for a complete customer loyalty and marketing program.

What Your Customers Want

<table>
<tr><td align="center">Rewards</td><td align="center">Information</td></tr>
<tr><td>Preferential Treatment ● Gift Cards</td><td>Completed Orders ● Special Orders</td></tr>
<tr><td>Buying Clubs ● Loyalty Programs</td><td>Promotions ● In-Store or Web Sales</td></tr>
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Features

- Maximize the Best-Worse list of Sale Reports for Target Marketing
- Initiate Clubs and Programs to create Customer Loyalty
- Notify customers when special orders are received or jobs are finished
- Reports in PDF, Word, Excel, HTML, or XML formats
- E-mail, Fax or create letters directly from within ProphetLine

Is there any other choice?