

A.C. Moore Selects Epicor Retail CRM to Enhance Customer Loyalty; Sees Rapid Implementation in Approximately 100 Days

The Associated Press

Epicor Software Corporation, a global leader in business software solutions for manufacturing, distribution, retail and services organizations, today announced specialty retailer A.C. Moore has selected and implemented Epicor® Retail Customer Relationship Management (CRM) to strengthen customer relations and support future loyalty/reward initiatives.

With 141 stores along the East Coast, A.C. Moore Arts & Crafts, Inc. brings families together for fun through creativity. In addition to traditional craft products, the organization is well-known for its selection of scrapbooking, jewelry, floral, yarn, art supplies, children's craft kits and educational toys, as well as ready-made frames and custom framing.

In keeping with its strong devotion to being customers' first choice for product selection, value and service that inspires and fulfills unlimited creative possibilities, A.C. Moore wanted to better understand its customers and strengthen engagement through a richer customer experience. To do this, A.C. Moore needed to bring data together from disparate systems as well as bring analysis of that data in-house. To meet these goals, company executives selected Epicor Retail CRM to unify customer data, enhance point of sale (POS) functionality, and establish a foundation to support their vision for more robust customer engagement. The company is also leveraging Epicor Retail CRM web extensions to integrate its CRM platform with its e-commerce channel.

"We knew that for A.C. Moore to be successful we needed a partner that could help us break down the various silos of data and give us one view of our customers from all channels, which would then provide A.C. Moore a more intuitive ability to be in synch with its most important commodity -- our customers. We felt confident that Epicor could help us achieve our goals," said Kathy Bailey, Executive Vice President of IT Operations for A.C. Moore.

Fast Time to Implementation Rolling out a new CRM platform is a significant undertaking. Yet retailers need solutions that can be deployed in a streamlined fashion to deliver a quick return on investment (ROI). The Epicor Retail CRM solution and related functionality was deployed in approximately 100 days.

"We moved quickly to get this initiative in place to bring better service, marketing outreach, and the 'endless aisle' to our shoppers," said Mike Lyons, Vice President - Customer Loyalty for A.C. Moore. "To meet our tight implementation requirements,

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Epicor worked swiftly and demonstrated their expertise by having systems up and running smoothly in record time. We're extremely pleased with Epicor professionals, who worked unbelievably fast to meet our rigorous timeframe."

The Epicor Retail CRM Solution Prior to Epicor, A.C. Moore leveraged store systems from multiple vendors across multiple databases, which lacked the efficiency, convenience and streamlined experience they desired for employees and customers alike. Leveraging the Epicor Retail CRM solution, A.C. Moore now has a 360-degree view of its customers, arming the retailer with a broad set of complementary tools to build and manage loyalty programs, execute and manage campaigns and promotions, analyze customer data and transaction information across sales channels, segment and manage lists, and analyze and measure the impact of CRM efforts.

Designed to support multiple sales channels, Epicor Retail CRM technology allows A.C. Moore to focus on its omnichannel CRM initiatives to support more simplified and seamless customer interaction. With real-time connectivity across all sales channels, Epicor Retail CRM provides the ability to offer an all-around world-class shopping experience based on the retailer's most current customer data.

"We're committed to investing in today's most intuitive and robust technology to attain a clear, consolidated view of our customer base so we can better cater to them -- whether they're shopping in-store or online," said Dewey Goodrich, Vice President of IT Operations for A.C. Moore. "Epicor technology provides the right tools to really understand our customers by unveiling one 'version of the truth' across all retail systems."

"During a down economy, consumers are extremely sensitive to where and how they are spending their money; and they realize retailers will go to great lengths to cater to them to win their business. To continue to keep their patronage and earn their trust, retailers need to do everything possible to ensure a rich, rewarding shopping experience. A.C. Moore's investment in Epicor Retail CRM is a winning strategy to cultivate stronger customer connections that will keep its patrons coming back for more," said Ian Rawlins, vice president, retail product marketing for Epicor.

Epicor Retail Solutions Epicor provides advanced solutions for retailers seeking to streamline processes, integrate channels, leverage intelligence and inspire customers, to maximize profitability. The Epicor Retail end-to-end suite is designed to meet the evolving merchandise and service expectations of today's connected, cross-channel shoppers, and the business requirements of the most demanding softgoods, hardgoods and specialty retail environments in a variety of industries including apparel, footwear, discount, general merchandise, automotive aftermarket, lumber and building materials, nursery, and pharmacy. Thousands of leading companies -- from Aeropostale, Aftermarket Auto Parts Alliance and Build-a-Bear Workshop, to General Nutrition Centers, True Value Company and Under Armour -- trust Epicor to help them remain current, competitive, and consistently strong.

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Source URL (retrieved on 01/31/2015 - 2:54pm):

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