Epicor Introduces New CRM Offering to Support Retailers' Efforts to Foster Customer Engagement and Loyalty

The Associated Press

NRF 2013 -- Booth 1805 Epicor Software Corporation, a global leader in business software solutions for manufacturing, distribution, retail and services organizations, today introduced Epicor Retail CRM 7.0, the newest retail customer engagement tool in the market leader's product portfolio that offers streamlined customer views and robust loyalty functionality for simpler, more automated customer relationship management (CRM) program management.

Completely redesigned, Epicor Retail CRM 7.0 allows retailers to leverage customer data and loyalty program-generated content and simplifies CRM tasks for all retail personnel -- from the executive suite to the selling floor. The newly revamped Epicor Retail CRM 7.0 solution boasts comprehensive loyalty program automation, sophisticated query tools, and support for the needs of today's multidivisional retail enterprise.

With Epicor Retail CRM 7.0, loyalty program functionality is automated, eliminating manual processes to save retailers time and effort. As retailers set rules for different loyalty program tiers, Epicor Retail CRM 7.0 automatically upgrades, downgrades, terminates or renews membership types. This allows for more flexibility in loyalty program design, and supports more timely and accurate membership data as qualifications change in real-time. Additionally, it enables personnel to focus on more significant value-added loyalty program tasks.

Epicor also brings new query tools to market in its latest CRM offering; these tools are the heart of the system -- used to select which customers to run queries on for targeting purposes. Based on a new, graphical flow chart design, querying now includes step-by-step counts of customers so users can see how each criteria selected or identified affects list counts. Designed for visual thinkers, the tool is easy to understand and relate to, offers faster debugging of list criteria if anticipated customer counts do not materialize, and tasks that previously required multiple queries can now be achieved via a single request.

Finding one CRM solution that offers support for multiple divisions and/or multiple brands is a key requirement for many retailers today. With true multidivisional support right out of the box and no customization required, Epicor Retail CRM 7.0 gives retailers a complete omni-channel and holistic view of customers across brands, channels and continents. Information resides in a single database with the option to limit access as desired -- providing the ability to isolate customer information for security purposes or integrate it across divisions or geographies.

This single view of the customer across divisions and brands reduces effort and time required to maintain multiple databases, offers franchise markets exposure to true CRM capabilities, and provides a foundation for Epicor to support multi-tenant CRM.

"From a new user interface built on an Epicor Retail SOA foundation to an overall more modern look, feel and robust new functionality on all levels, Epicor Retail CRM 7.0 will truly transform how retailers work with and consider all things CRM," said Dave Burton, product director CRM and services, Epicor. "Multi-division capabilities open up a whole new world of possibilities to many retailers who currently operate without a holistic view of customers across their brand family, while new query functionality and loyalty automation will astound CRM power users and make ramp-up easy for 'CRM newbies.'"

Retailers Stay Top of Mind with Consumers with CRMFor years, savvy retailers have come to rely on Epicor Retail CRM to drive profits and better understand consumer behavior and shopping patterns. One such customer is award-winning fashion jewelry and accessories retailer charming charlie. Using the Epicor Retail CRM platform, the retailer is piloting a new rewards program to improve customer engagement, gain a stronger understanding of shoppers' habits, leverage customer data to make better business decisions, and drive improved sales.

"Using Epicor Retail CRM to collect and analyze customer information, our email subscriber base continues to grow as customers respond to our CRM initiatives," said Kim Lewis, CRM director, charming charlie. "All of our program metrics have improved -- to the tune of a 600% increase in email delivery year-over-year this past quarter. That kind of growth is staggering!"

Specialty retailer A.C. Moore also recently implemented Epicor Retail CRM to strengthen customer relations and support future loyalty/reward initiatives. 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 allows A.C. Moore to focus on its omni-channel CRM initiatives to support more simplified and seamless customer interaction via real-time connectivity across all sales channels.

"We understand investing in today's most intuitive and robust technology allows our team to attain a clear, consolidated view of our customer base so we can better cater to them through whichever channel they prefer to shop," said Dewey Goodrich, vice president of IT Operations for A.C. Moore. "Epicor technology provides the right tools to unveil one 'version of the truth' across all retail systems, enabling us to understand and connect with our customers."

About Epicor Retail SolutionsEpicor provides advanced solutions for retailers seeking to streamline processes, integrate channels, leverage intelligence and inspire customers, to maximize profitability. Epicor provides end-to-end retail

solutions 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.

About Epicor Software CorporationEpicor Software Corporation is a global leader delivering inspired business software solutions to the manufacturing, distribution, retail and services industries. With over 40 years of experience serving small, midmarket and larger enterprises, Epicor has more than 20,000 customers in over 150 countries. Epicor enterprise resource planning (ERP), retail management software, supply chain management (SCM), and human capital management (HCM) enable companies to drive increased efficiency and improve profitability. With a history of innovation, industry expertise and passion for excellence, Epicor provides the single point of accountability that local, regional and global businesses demand. The Company's headquarters are located in Dublin, California, with offices and affiliates worldwide. For more information, visit www.epicor.com [1].

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[1] http://www.epicor.com