



## Value Added Products for CounterPoint SQL




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## SmartAlerts™




SmartAlerts™ enables a small business owner or manager to effectively manage a complex business. A customized set of real-time notifications keep you in the know when you can't be in multiple places at once.




Improve operations	<ul style="list-style-type: none"> <li>• Be alerted to serious inventory issues, or opportunities</li> <li>• Manage staffing levels and overtime</li> <li>• Ensure custom orders don't fall through the cracks</li> </ul>
Manage fraud	<ul style="list-style-type: none"> <li>• Monitor cashier behaviors to reduce fraud</li> <li>• Track after hours access to CounterPoint</li> </ul>
Improve customer satisfaction	<ul style="list-style-type: none"> <li>• Personalize treatment for valuable customers</li> <li>• Know that your employees are opening/closing the store on-time</li> <li>• Monitor any issues with your credit processing</li> </ul>

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## SmartAlerts™






- No one signed in POS at store open
- Sale/Refund Transaction outside store hours

- 2PM and EOD Flash Summary
- Orders not processed in a timely manner

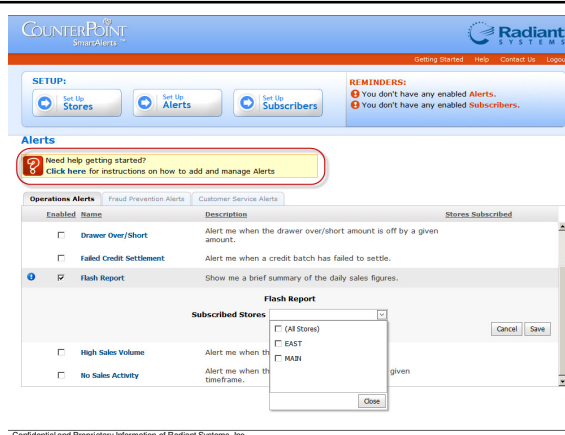
- Discrepancy in drawer reconciliation > \$X
- No activity for X period of time



**Subscriber**

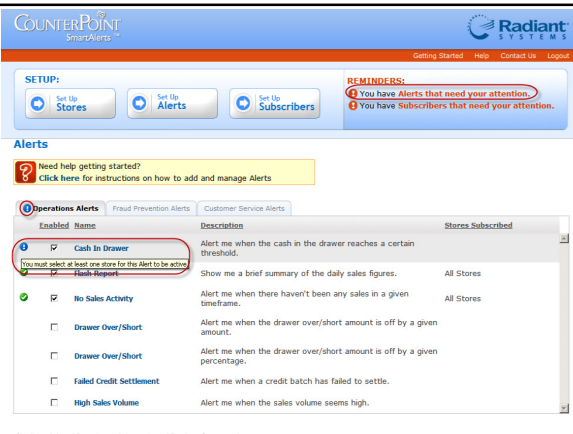
- ▶ Text Message
- ▶ Email

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The screenshot shows the 'Alerts' management page. It includes a 'SETUP' section with buttons for 'Set Up Stores', 'Set Up Alerts', and 'Set Up Subscribers'. A 'REMEMINDERS' section contains two red circular icons with messages: 'You don't have any enabled Alerts.' and 'You don't have any enabled Subscribers.' Below is a table of alerts with columns for 'Enabled', 'Name', 'Description', and 'Stores Subscribed'. A 'Flash Report' dialog box is open, showing a list of 'Subscribed Stores' with checkboxes for '(All Stores)', 'EAST', and 'MAGN'. The 'Flash Report' description is 'Show me a brief summary of the daily sales figures.' Buttons for 'Cancel' and 'Save' are visible.


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This screenshot shows the 'Alerts' management page with a red box highlighting the 'Cash In Drawer' alert. The 'REMEMINDERS' section shows two red circular icons with messages: 'You have Alerts that need your attention.' and 'You have Subscribers that need your attention.' The 'Alerts' table lists several alerts, including 'Cash In Drawer', 'Flash Report', 'No Sales Activity', 'Drawer Over/Short', 'Failed Credit Settlement', and 'High Sales Volume'. A red box highlights the 'Flash Report' alert with the text: 'You must select at least one store for this alert to be active.'

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## Initial Set of Alerts 8.3.7+




- Cash in Drawer over \$X
- Drawer over/short by \$X
- Drawer over/short by X%
- Credit batch not settled
- Flash sales report
- No sales activity in the last X minutes
- Pending Order count
- Excessive price overrides in the last X minutes
- Price override over X%
- Price override EOD summary by employee
- Excessive returns in the last X minutes
- Returns EOD summary by employee
- Refund Before/After store hours
- Sale Before/After store hours
- Large Sale over \$X
- Excessive returns in last X minutes
- Sign in before open/after close
- Ticket Entry sign in before open/after close
- No one signed in at store open
- Greater than X sales transactions in the last Y minutes

**Additional Alerts for 8.3.9**

- Excessive ticket voids in the last X minutes
- Excessive no-sale transactions in the last X minutes
- Excessive discounts in the last X minutes
- Price discount over X%

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## CustomerConnect™




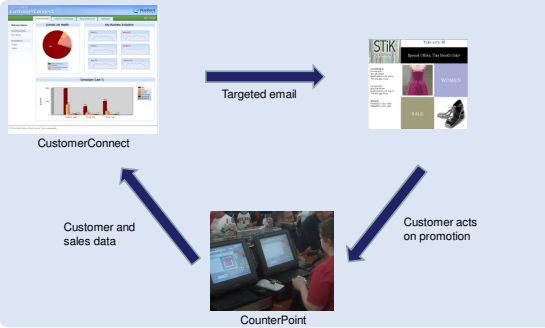
*Don't just contact, connect*

CustomerConnect is the only email marketing tool that is fully integrated into CounterPoint, giving you that data needed to effectively market to your customers. CustomerConnect analyzes your point of sale data and allows retailers to generate segments based on customers' shopping patterns, history, wish lists, preferences and more!

Then, with a click of a button, create email campaigns to target specific groups of customers. The days of blindly blasting your customers are over!


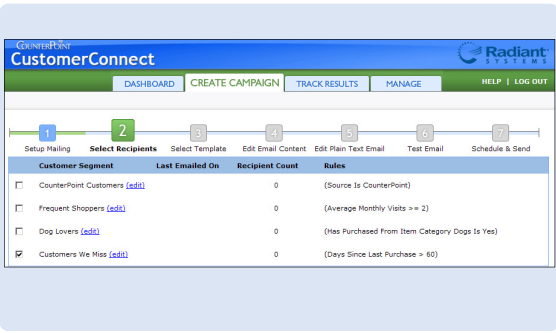
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## How does it work?

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## Customer segment screen preview

Customer Segment	Last Emailed On	Recipient Count	Rules
<input type="checkbox"/> CounterPoint Customers <a href="#">[edit]</a>		0	(Source Is CounterPoint)
<input type="checkbox"/> Frequent Shoppers <a href="#">[edit]</a>		0	(Average Monthly Visits >= 2)
<input type="checkbox"/> Dog Lovers <a href="#">[edit]</a>		0	(Has Purchased From Item Category Dogs Is Yes)
<input checked="" type="checkbox"/> Customers We Miss <a href="#">[edit]</a>		0	(Days Since Last Purchase > 60)

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## What are the benefits?



- Increase sales
  - Stay in touch with customers, building loyalty, encouraging repeat business
  - Connect with customers who haven't shopped recently or with new customers
  - Generate new referral business from forwarded emails to friends and family
- Increase effectiveness and profitability of promotions
  - Target promotions based on customer preferences and purchasing history
  - Relevant information increases likelihood of opening/reading message and following up on promotion
  - Easily track effectiveness of campaigns by monitoring both email opens and sales activity
- Market more while reducing marketing spend
  - Email marketing is significantly less expensive than other direct marketing methods
  - Pre-built and recurring campaigns enable retailers to quickly put together effective campaigns that can automatically run based on shopping history
  - Eliminate time and overhead of maintaining two instances of customer data

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## Why make the switch?



"I already use ConstantContact. Why would I use Radiant's CustomerConnect?"

1. **INTEGRATED.** Data is fed from CounterPoint.
2. **TARGETED.** Data including customer purchase history is available to segment emails/campaigns.
3. **CLOSED LOOP.** Sales (\$) driven from campaigns in addition to traditional email campaign reporting.

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