



DocCentrics

Retailers have good reason to favour DocCentrics

With retail markets so competitive and margins so tight, DocCentrics offers a valuable opportunity to increase store visits and spend per customer. DocCentrics' unique capabilities help you to talk to customers on a personal level so you can make the most of every contact you have with them.





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Our solution can help you:



- **Increase footfall** – cross-check customer addresses against your store locations and print the address and map of a local store on card statements or promotions.
- **Increase promotion appeal by tailoring it to the local market** – our solution lets your store managers use our online platform to create their own promotions targeted at local customers.
- **Match new promotions to known buying habits** – powerful data processing can extract information about customers' buying habits from their statements, so that you can target them with highly tailored information and images about complementary products, new season releases and promotions, alongside their statement and billing information.
- **Let DocCentrics help you track and analyse campaign effectiveness** – use the information to better plan and execute your next campaign for more positive responses.

A captive audience

When a customer opens an invoice or statement from you, you have gained their attention. So why not include personalised and targeted messages promoting new lines or services and complementing your other marketing activities? Use the DocCentrics solution to drive campaigns across marketing and transactional communications and deliver consistently relevant information at every touch point

Cost-effective and easily integrated

The DocCentrics solution is attractive for many reasons; it can consolidate your customer communications and reduce cost; it can transform your transactional documents and increase sales; it will help to improve customer satisfaction by use of highly personalised and targeted messaging and it can be easily integrated with your own existing CRM and fulfilment processes.

Talk to us to see how the DocCentrics solution can be tailored to resolve your challenges and increase your retail sales.