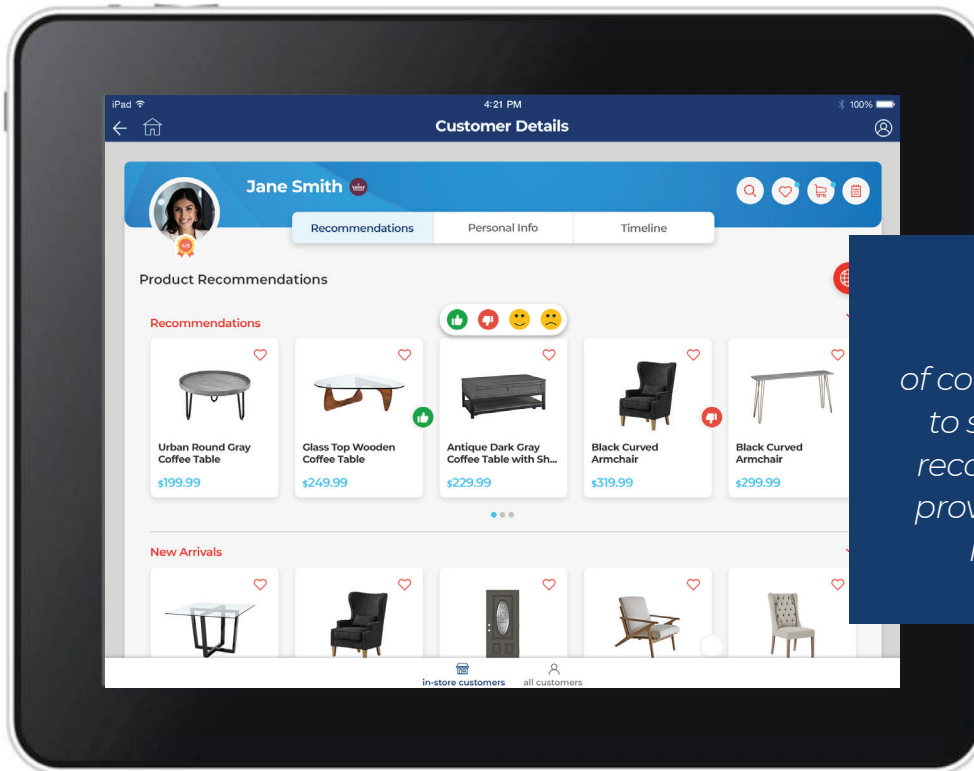# Veras Reach

Omnichannel CRM, Engagement & Loyalty Engine

91%
of consumers are more likely to shop with brands who recognize, remember, and provide relevant offers and recommendations.[1]

Your targeted campaigns, personalized recommendations, compliance measures, and omnichannel experiences are only as effective as your data allows them to be.

For retailers to truly future-proof themselves to maximize efficiencies, deliver seamless experiences and invest in new technologies, they first must ensure the data they are utilizing is of the highest quality.

Veras Reach is a retail-specific CRM solution that provides centralized customer management and engagement while maintaining superior data integrity. With Veras Reach, retailers can understand and proactively manage each customer's shopping experience at every point of interaction.

KEY FEATURES & BENEFITS

- Collect, query, analyze, and manage customer data from a single hub

- Share real-time data across channels

- Robust loyalty engine with configurable programs and reward structures

- Build targeted campaigns based on cross-channel purchase history

- Boost campaign response rates and conversions

- AI-powered, associate-driven Clienteling module

- Customer privacy and compliance module (CCPA & GDPR-ready)

Omnichannel CRM

Easily update customer records and access real-time information while interacting with customers, including multiple addresses and social media profiles. Gain insights into buying patterns with complete transaction history, including receipt amounts, purchases and returns, dates and times, and promotions applied by customer channel.

Targeted, Optimized Promotions

Strategically segment customers into aggregated classifications to define buyer personas and present dynamic offers. Target promotions and price events to customers most likely to respond, while avoiding needless steep discounts. Measure response rates and campaign effectiveness for complete visibility. Use Reach to define offer recipients and create the offer terms with Veras Activate, a powerful promotions module.

AI-Powered Clienteling

Nearly 80 percent of consumers say engaging with a knowledgeable store associate is important.[2] Veras Affinity, an intuitive and empowering clienteling tool delivers just that. Driven by an ultra-responsive intelligent engine, associates can present relevant, time-based attributes to deliver highly personalized recommendations that anticipate and deliver on the customer's needs.

Robust Loyalty Engine

Define, implement, and maintain unique programs that reward repeat customers with incentives. Run multiple loyalty programs concurrently to drive volume and add-on sales. Veras Reach allows you to recognize, reward, and incentivize customer activity beyond purchases. Store visits, social media interactions, and more can be recognized while reserving the biggest benefits for your top spenders. And, drive customer behavior with complex reward strategies defined by points rather than price based on channel, merchandise, or status.

Privacy & Compliance Module (CCPA & GDPR-Ready)

Your one-stop privacy portal that integrates with any CRM, e-commerce or POS system. Manage preferences and broadcast changes to customer privacy information, including a customer's wish to be forgotten across all systems. Veras Reach can help customers know what personal information is being collected through a variety of in-store touchpoints and allow customers to access and manage their personal data.

Veras Retail is ready to help retailers embrace data-driven and mobile technologies to deliver differentiated, 1-on-1 experiences that:

- Deliver superior customer service and personalization at every stage
- Increase customer satisfaction and loyalty through a unified shopping experience
- Foster helpful and knowledgeable store associates
- Enhance lifetime customer value to your business

Contact us today at **+1 (855) 496-3832** or visit **www.verasretail.com** to learn more.

SOURCES
1 Personalization Pulse Check Report. Accenture Interactive, 2018
2 State of the Connected Customer, 2018