

# Veras Black Book

Proactive & Personalized Digital Outreach



**74%**

*of consumers said they would find living profiles valuable if they could curate the experiences, offers, and products they receive.<sup>1</sup>*

**Reach shoppers at every step along the purchase path using customer data, timely alerts and reminders, and convenient templates to deliver a whole new level of service.**

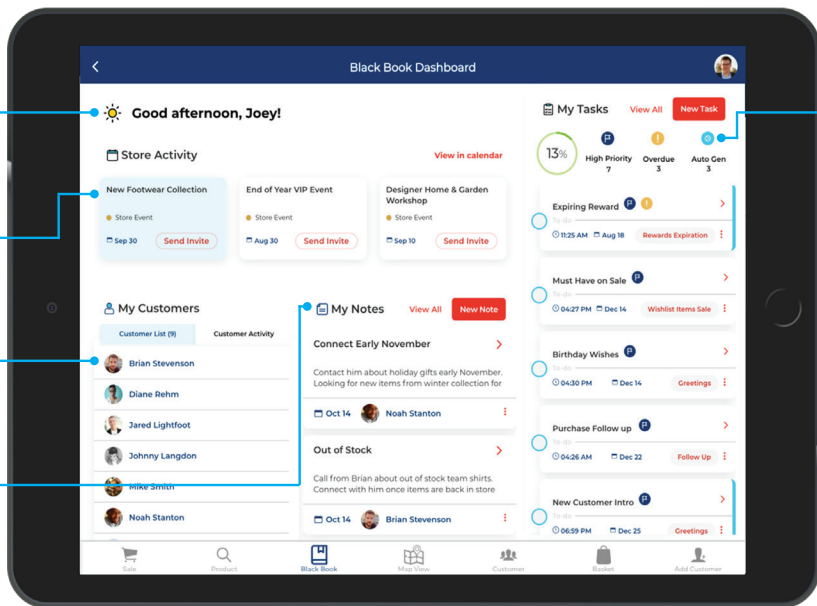
Retailers are bombarding consumers with online ads, digital retargeting, endless email offers, and other mass marketing campaigns. Veras Black Book helps cut through that noise with proactive and highly personalized outreach.

Black Book enables retail staff to set alerts, send emails and texts using pre-defined templates, and schedule appointments and follow-up calls based on customer insights and events. With Black Book, retail staff working in-store or remotely can provide personalized services to better track and engage with the customer on an on-going basis.

## KEY FEATURES & BENEFITS

- Review top customers, latest activities, and helpful notes
- View, create, and act on assigned tasks
- See important store events, campaigns, and activities
- Use customer insights to drive proactive outreach
- Call or send emails and texts using pre-defined templates
- Set alerts and schedule appointments and calls based on the customer-specific needs or upcoming events

## BLACK BOOK DASHBOARD



Associate-specific views and actions

Store events, promos, sales, livestreams, etc

Priority customers and their latest activities

Associate notes for customer follow-up

At-a-glance task visibility and management

- View, create and act on assigned tasks
- Tasks can be set at different priority levels
- Set alerts and schedule appointments
- Use customer insights to drive proactive outreach

## TASK TYPES

**STORE EVENTS.** Local events set by store managers or global events organized by corporate may include author signings, trunk shows, product launches, pop-up events, etc. Once set, associates can engage with their core clients based on the customer's preferences.

**QUICK TIPS.** System-generated alerts provide a variety of reminders to send personalized outreach to customers regarding birthdays, promotions related to their likes, or just a simple touchpoint. In addition to system-generated alerts, associates may also create their own tasks.

**DIRECT COMMUNICATION.** Black Book simplifies communications by giving associates a starting point through well-defined templates while also allowing for personalization. Templates can also be saved and used as a base for future outreach.

**Discover how Veras Black Book and our suite of AI-driven solutions like Clienteling, Style Builder and Remote Selling can amplify personalized services both in-store and remotely.**

- Foster a winning retail model that centers around personalized customer experiences
- Set alerts and schedule appointments based on the customer's specific needs
- Empower associates with shopper insights, tasks, outreach tools, and communication templates
- Optimize retail staff, allowing them to do outreach from the store, warehouse, or pop-up event

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