

Integrated Solutions For RETAILERS

[Click here](#) to see the original article

Epicor Sees Growing Demand For Retail CRM Services

CHICAGO – June 10, 2009 – Epicor Software Corporation (NASDAQ: EPIC), a leading provider of enterprise business software solutions to the midmarket and Global 1000 companies, today announced it is seeing growing demand for its Customer Relationship Management (CRM) services offerings.

Bikini Village, Carter's, Foot Locker, Kellwood Retail Group, PostNet, Specialty Fashion Group, and Tommy Bahama are among the growing list of retailers to leverage Epicor's CRM services to enhance the return on investment of their CRM programs.

Epicor's CRM services complement the company's comprehensive suite of retail software solutions that are designed to manage multi-channel global enterprises productively, profitably, and with an emphasis on creating a seamless customer experience. Delivered via a team of highly trained CRM professionals, Epicor's CRM services focus on analyzing, segmenting, and consolidating CRM data to define and recommend strategies to enhance existing CRM initiatives, as well as the turnkey execution and management of CRM campaigns. Covering loyalty programs to targeted marketing campaigns to instant promotional offers at the POS, Epicor's services team helps transform raw data into relevant insight to enhance the return on investment of retailers' CRM programs.

Signed, Sealed and Delivered: Epicor CRM Services for PostNet

One savvy retailer leveraging Epicor's CRM services is PostNet International Franchise Corporation, the fastest growing, largest privately-held company in both the postal and business services, and copy and print shop industries. With an international network of 850 locations worldwide, PostNet is dedicated to providing high-quality service and maintaining a powerful and competitive operating system fueled by the energy and enthusiasm of its franchisees, employees and customers.

To enhance customer relations throughout all zip codes and country codes, PostNet is partnering with Epicor's experts to develop a long-term CRM strategy, which includes a robust customer loyalty program. As part of this process, Epicor Retail CRM experts will analyze the current shopping habits of PostNet's customer base, determine goals and develop strategies to encourage positive trends in shopping habits.

"We're excited to leverage Epicor's resources to assist us with uncovering key trends and indicators that exist within our customer data – and to use that knowledge to further strengthen our CRM and loyalty strategies," said Steve Greenbaum, CEO, PostNet. "Tapping the right resources to better understand customer needs, habits and shopping patterns is one of the smartest investments businesses can make in today's economic landscape to focus efforts and maximize return on CRM investments."

Getting the Maximum Return on CRM

"Today more than ever, smart retailers understand the value of customer relationships and CRM's role in enhancing those

relationships," said David Henning, executive vice president and general manager for Epicor Retail. "However, while retailers recognize the value of CRM, most aren't getting the maximum return from their technology investments. Epicor's CRM experts help retailers uncover key trends and indicators, providing valuable insight that can be used to reduce marketing campaign costs and target the right customers for more sales, and significant competitive advantage.

"Successful organizations such as PostNet recognize CRM is a key profit driver in these tough times, and are tapping Epicor's CRM services to get the most of out of their CRM programs," said Henning.

Flexible Engagement Model Offers Turnkey or A la Carte CRM Offerings

Epicor offers a wide range of CRM services spanning the CRM lifecycle, which consists of: Data Collection/Management; Data Access/Utilization; Data Analysis/Interpretation; Knowledge Application/Customer Engagement; and, Interaction/Ongoing Multi-Channel Program Execution. Epicor's customer engagement model is flexible and customizable, enabling customers to adopt a full turnkey CRM program or specific services to address their unique requirements.

Short-term services include CRM Basic and Advanced Training, Dashboard Creation, Custom Reporting and other ad hoc projects. Longer-term program components can include:

- ▶ CRM Maintenance (identify and remove duplicate data, perform ongoing import verification/error resolution/ongoing data deletion, quarterly National Change of Address import/export, etc.)
- ▶ Basic Campaign Management (create campaign target lists, prepare/execute/track promotions, compile post-promo profitability reporting, etc.)
- ▶ Expanded Campaign Management (campaign target recommendations, list builds based on segmentation strategies, ROI-based post-reporting, etc.)
- ▶ Loyalty Program Management (signup form data entry, import/consolidate records, compile weekly point redemption reports, coordinate reward fulfillment with third parties, etc.)

A brochure outlining Epicor's CRM Services, can be viewed online: [Epicor Retail CRM](#)

Today, many of the world's leading retailers utilize Epicor Retail solutions and services to become more profitable, productive and competitive. Epicor's solutions leverage proven Microsoft .NET technology to improve business operations and meet the evolving merchandise and service expectations of today's cross-channel shoppers. Epicor delivers comprehensive retail management solutions to enterprises in all tiers – from regional chains to multichannel global brands. Retail customers include hundreds of marquee names, from Aéropostale, American Eagle Outfitters, and Ann Taylor to Zales and Zumiez