

# NCR Customer Connect

## Email Marketing for NCR Counterpoint

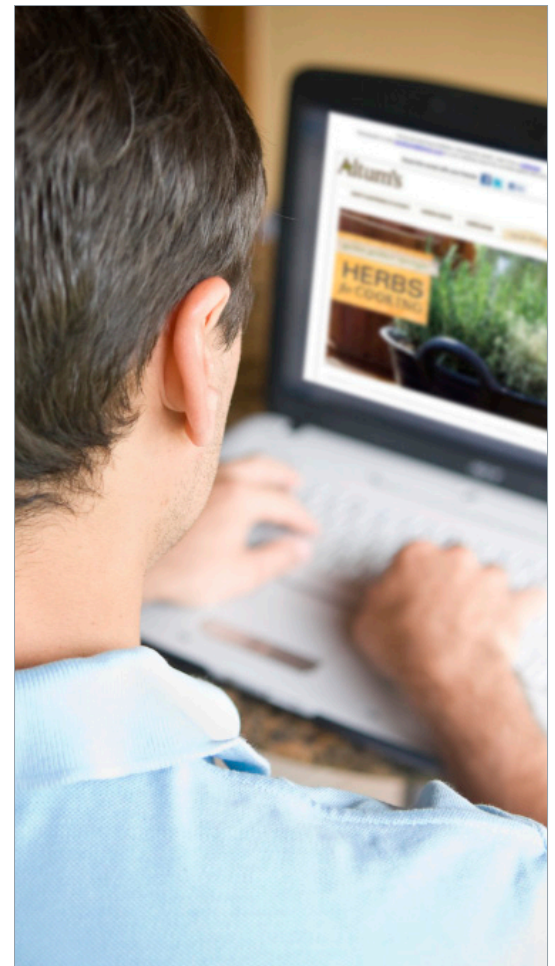
Do you want to drive retail sales  
with integrated email campaigns?

YES

**NCR Customer Connect is a powerful integrated email marketing system that helps retailers grow their businesses by driving sales.**

This email marketing engine, which integrates with your NCR Counterpoint POS system, offers features and capabilities above and beyond standard email marketing tools.

- **Target emails to specific groups of customers**  
Use customer information and purchase histories from your NCR Counterpoint system to set up customer segments, such as VIPs, loyalty card members and purchasers of specific products. Leverage this information to target your campaigns to customer needs and preferences.
- **Create recurring email campaigns**  
Set and forget campaigns can welcome new customers, send birthday offers and tell customers you miss them. Set up an email campaign one time, and thereafter it will be sent out automatically.
- **See sales results**  
Closed-loop reporting allows you to see not only how many customers opened your emails, but also how many customers came in and made a purchase.
- **Update email lists automatically**  
Information is shared between NCR Counterpoint and NCR Customer Connect. Adding new customers or updating existing customer information at the point of sale will automatically update your email lists..



For more information, visit [www.counterpointpos.com](http://www.counterpointpos.com)  
or call 800.852.5852.

## Customer success: Messina Hof Winery & Resort

Messina Hof Winery & Resort, located in Bryan and Fredericksburg, Texas, uses NCR Customer Connect to market to its nearly 14,000 contacts, including VIPs, event participants and industry partners. "With NCR Customer Connect, we pull product sales and customer history information from NCR Counterpoint, so we're marketing more effectively to different groups," says Mr. Paul Bonarrigo, Co-Owner and Manager. After implementing NCR Customer Connect, Messina Hof Winery & Resort achieved a 500% increase in harvest reservations, driving bookings from 160 to 800.

## Customer success: Running Wild

Ms. Nicole Brask, Operations, and her team at Running Wild, in Pensacola, Florida, saw the potential of NCR Customer Connect to drive revenues of its merchandise and services. "We have 13,000 people in our NCR Counterpoint database, so it's important to only send our customers information that's relevant to them," says Ms. Brask. One campaign includes a set-and-forget email that is sent to customers who buy running shoes, reminding them to replace these items at the six-month mark when they've worn out. "The set-and-forget campaign is invaluable," says Ms. Brask. "You touch it once and then review it once or twice a year for relevance."

## Segment customers into meaningful groups

Retailers use NCR Customer Connect to set up segments that are relevant to their business, increasing campaign response rates. Popular categories include:

- Purchase history
- Birth month or day
- Gender
- Where a customer shops
- When he or she last made a purchase
- Category or item purchased
- Loyalty program membership
- Current loyalty point balance
- Zip code
- Customer category



## Why NCR?

With over 125 years of retail experience, NCR is a leading provider of retail management solutions for retailers of all sizes. We want to help you add to your bottom line by increasing sales and reducing costs. It is our mission to help retailers run their business, connect with customers and sell anywhere.