



## Retail CRM Solution for on Dynamics CRM

FocusLive Retail CRM solution for Dynamics CRM™ provides organizations with a full range of analytics, marketing and service capabilities that increase a customer's lifetime value across multiple channels.

FocusLive Retail CRM solution for Dynamics CRM transforms the effectiveness of customer loyalty initiatives so that you can minimize attrition and increase the value and duration of your most important customer relationships. FocusLive offers a comprehensive and fully integrated application for managing the complete loyalty program lifecycle. With FocusLive Retail CRM solution for Dynamics CRM, you can acquire and leverage rich customer insights and embedded best practices to deliver innovative and differentiated programs that drive behavior and offer great customer experiences across channels and adapt quickly and to improve competitive advantage.

### Improve the Efficiency of Loyalty Programs

Despite the popularity of loyalty and incentive programs, many organizations have failed to increase the loyalty and value of their most important customers because they are unable to identify their most profitable customers and effectively drive desired behavior. Constraints imposed by fragmented data, silo point solutions, heavy reliance on IT and rigid and costly legacy systems make it difficult to gain an accurate view of key customers and their behavior. FocusLive solves these challenges with FocusLive Retail CRM solution for Dynamics CRM.

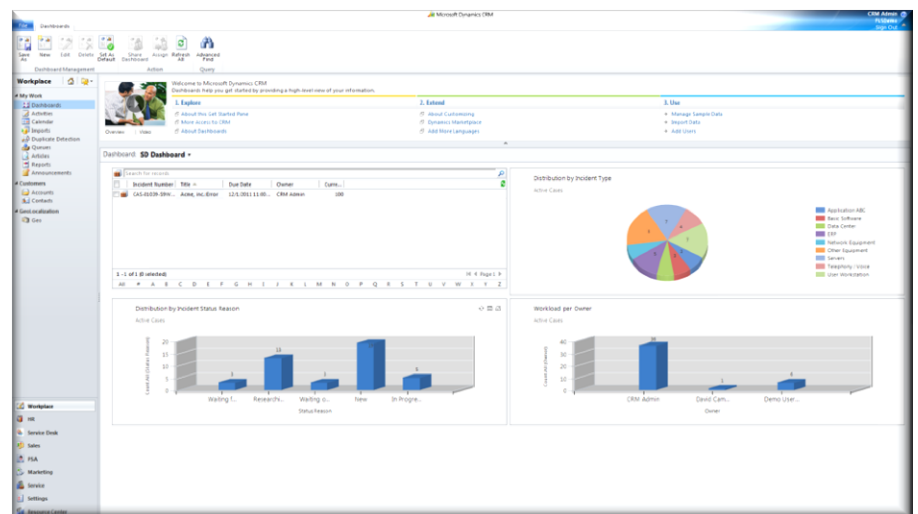
### Benefits:

#### Flexible multi-channel solution:

- Complete, integrated and multi-channel
- Highly flexible, scalable and robust
- Designed for business users
- Multi-channel member care and management
- Reduce operating costs by automating loyalty management business processes

#### Manage customer clubs, membership service and monitor sales activity:

- Pre-built, configurable member portal
- Packaged loyalty member call center solution
- Pre-built loyalty process business flows
- Flexible redemption payment methods and currencies
- Dynamic redemption pricing
- Flexible accrual rewards
- Integrated with core CRM processes including marketing, service, sales and analytics
- Robust promotions management
- More effectively influence and reward desired customer behavior



# FocusLive® Retail CRM Solution for Dynamics CRM™

## Giving you complete customer visibility:

- Increase competitive advantage and results through innovative and differentiated offerings
- Improve customer insight and loyalty program performance measurement
- Improve program flexibility and responsiveness
- Reduce costs by providing members self-service loyalty portals
- Adapt quickly and cost effectively to improve competitive advantage
- Comprehensive member view
- Flexible tier assessment models and membership schemes
- Incent more customers to identify and share information about themselves
- Improve and personalize customer experience across channels

## Self-service portal for your members and prospects:

Your prospects and customers can rapidly and easily submit affiliation forms, track reward points history, view updated coupons and vouchers, get updated on new promotions and open service requests through a secured self-service portal.

## Integration with Dynamics AX For Retail and other ERP applications for retail

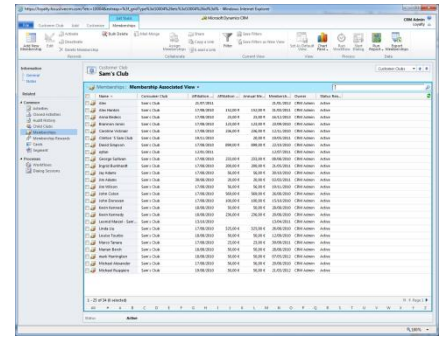
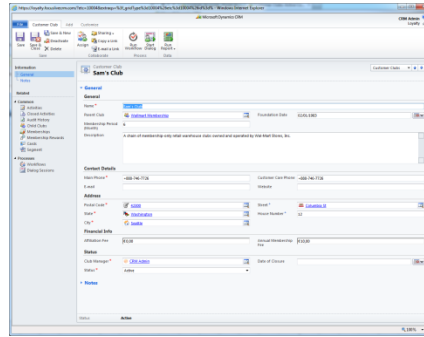
The solution offers an integration with Microsoft Dynamics AX For Retail and also with other leading ERP Applications for retailers using standard connectivity tools provided by Dynamics CRM platform.

## Manage membership activity by using built-in dashboards and dashboard wizard

The integrated dashboard wizard gives executives and managers the ability to create and view dashboards and reports on-the-fly.

## Comprehensive Multi-Channel Solution

FocusLive Retail CRM solution for Dynamics CRM is a comprehensive, customer-centric and multi-channel loyalty solution that supports the entire loyalty program lifecycle. FocusLive Retail CRM solution for Dynamics CRM includes deep industry and loyalty best practices for member enrollment and management, tier management, accrual and redemption, personalized loyalty promotions and member communications, multi-channel customer care and analytics. It is delivered on an open, standard-based and scalable platform that provides flexibility and agility far beyond traditional systems. Business users rather than IT can directly define innovative offers to dramatically reduce time to market.



## Enhanced Customer and Program Insight

At the heart of FocusLive Retail CRM solution for Dynamics CRM is a 360-degree view of each customer's profile, attitudinal insights, and behavioral information. It provides business users access to extensive information on each member including tier status and value, transaction history, loyalty assets, eligible and enrolled promotions, service requests, sales orders and activities, preferences and response history. Using the solution's dashboard and built-in reports business users can leverage this information to improve customer insight, personalize the customer experience, and improve decision making.

## Complete Loyalty Program Management

FocusLive Retail CRM solution for Dynamics CRM helps you streamline and optimize critical loyalty business processes and deliver differentiated and innovative programs that drive behavior and build value.

The solution modules provide an intuitive, process-driven user interface, enabling business users to create and deploy complex and targeted loyalty promotions in minutes rather than days and setup new partners in hours rather than weeks. FocusLive Retail CRM solution for Dynamics CRM also provides business users with flexible tier management and assessment to differentiate and recognize members based on multiple dimensions including value. FocusLive Retail CRM solution for Dynamics CRM enables business users to complete a wide range of activities:

- Set-up one or more loyalty programs

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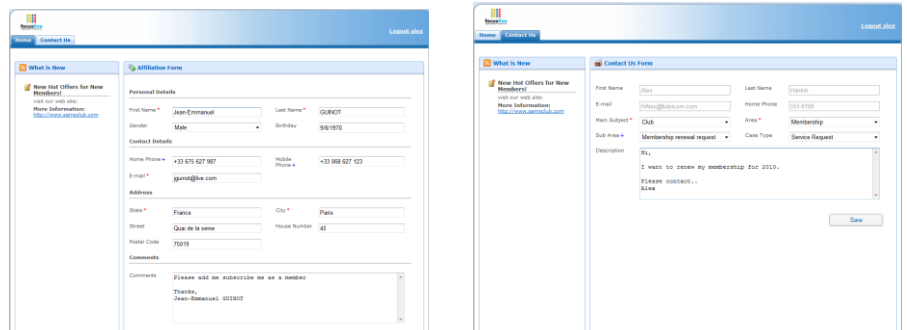
## Built on Dynamics CRM Platform Available on V4.0 and 2011

One of the key benefits of implementing the FocusLive Retail CRM solution for Dynamics CRM is the automation and integration of all service, sales and marketing business processes from acquiring new members until active purchases that are affiliated to the club activity are made in stores. This gives you a full 360° view of your business metrics, in real time.

## Strong security model

The FocusLive Retail CRM solution for Dynamics CRM is built on a strong security model that gives your employees access only to the clubs that they are assigned to, rules and policies can be set for changing club membership fees, vouchers and reward points policy.

- Manage multiple targeted membership schemes with variable durations and price.
- Manage multiple tier classes and models and easily control all the aspects of tier management from the number of tiers and tier rewards to point expiration rules
- Set-up products and services offered for accrual and redemptions including product catalogs
- Create and deploy targeted loyalty promotions
- Setup and manage simple to complex accrual rules and promotions
- Implement service recovery compensation and other membership administration tasks for individual as well as group of selected members
- Run statements and manage member communications.



## Comprehensive Cross-Channel Member Care

FocusLive Loyalty Management For Dynamics CRM enables organizations to deliver a superior customer experience across multiple channels while reducing time and cost to serve. It offers a variety of tools that allow organizations to deliver world-class customer care and consistently recognize, support and reward members based on value in real-time and at every touch point including over the phone, at a customer service desk, via the web, at the point of sale or from any 3rd party application using web services.

To help ensure consistent and high-quality care, FocusLive Loyalty Management For Dynamics CRM offers a set of pre-configured member processes that are commonly required by loyalty programs across industries such as: membership enrollment, renewal, cancellation; points related services such as purchase, transfer, gift and re-activation; redemption services including fulfillment, cancellation and certificate re-issue; retroactive claim processing and dispute resolution processing. Customers can be guided through the completion of the process using a pre-configured workflow that enhances productivity and ensures a consistent customer experience. In addition, the solution provides a comprehensive set of web service-enabled processes to allow easier and faster integration with 3rd party applications.

## Summary

Identifying and retaining your best customers has never been more important. FocusLive Loyalty Management For Dynamics CRM is a comprehensive solution that allows you to retain and grow your most important customer relationships, acquire rich customer insights, and improve the overall customer experience through dynamic,

# FocusLive® Retail CRM Solution for Dynamics CRM™

## Application Framework

- Our vertical solutions are based on a powerful **application framework** tailored for Dynamics

## Deep Analysis

- Our Vertical solutions are a result of **indepth industry analysis**.

## On Premise CRM Online and Hosted

- Designed and built for on-premise, CRM Online and hosted** deployments

## Preconfigured

- Comes with **preconfigured** customizations, workflows, plug ins and custom development

## CFMD Certified

- Proven and tested by Microsoft

## Multi-lingual , Mobile

- Available in English , French Available on Dynamics CRM Mobility

differentiated and cost-effective loyalty initiatives.

If you would like more information about FocusLive Retail CRM solution for Dynamics CRM please call +33 979 999 614 or visit <http://www.focus-live.com>

## Company Profile

FocusLive is a software solution factory dedicated to building on-premise and Software as a Service (SaaS) Industry-specific (Vertical) solutions and Add-ons based on the Microsoft Dynamics CRM platform. Our solutions are distributed globally to Microsoft customers through a strong partner network.

We are leading provider of medium size and enterprise-level customers for industry specific CRM and XRM solutions, powered by Microsoft dynamics CRM. With Focus Live solutions you will be able to offer a wide range of dedicated Dynamics CRM solutions to your customers. Focus Live industry specific solutions are designed to quickly and easily get businesses up and running on Microsoft Dynamics CRM - whether it's On Premise, CRM Online, on demand or hybrid delivery models.

Our FocusLive industry solutions offering is a unique and powerful delivery model that combines industry knowhow and best practices with advanced Dynamics CRM knowledge and expertise.

## Our solutions:

### FocusLive Service Desk For Dynamics CRM

Advanced service platform that provides the tools needed to increase customer satisfaction by increasing the visibility of process productivity using SLA modules, a self-service portal, collaboration and knowledge sharing, and analysis tools. The FocusLive Service Desk can be also used for internal IT Helpdesk.

### FocusLive Professional Services Automation (PSA) Solution For Dynamics CRM

FocusLive PSA is a powerful solution targeted to service companies that manage projects and need the ability to track and bill employee's professional hours and expenses. The solution offers the ability to manage projects, phases, track planned and actual hours, control employee utilization, control and approves timesheet and expense reports. The solution offers a variety of UI interfaces for employees through employee portal and outlook integration.