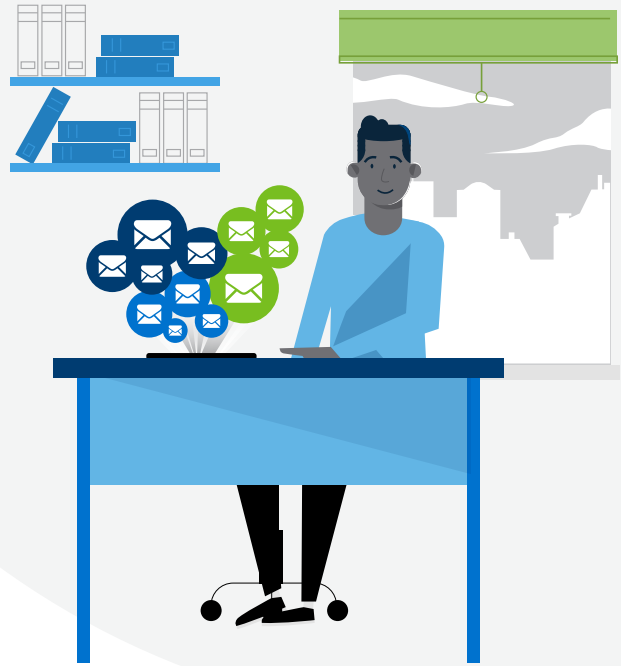


CRM, LOYALTY & EMAIL MARKETING

Earn the Top Spot in Your Customers' Minds



They like you! But will they keep coming back? Customer loyalty isn't bought, it's earned, one interaction at a time.

Make enticing interactions easy with Xenial. It all starts with Xenial CRM (customer relationship management). It's the single-source, easy-to-access, manage and control place for every customer contact. You can't cut and paste your way to scalability between your different spreadsheets and marketing tools. Xenial CRM connects to Xenial Loyalty and Xenial Email Marketing. Plus, it plays nice with other major marketing tools too.

Customer segmentation tools let you slice and dice customer preferences and purchase behavior to make sure you send the right loyalty offer to the right customer at just the right time, via email or app. Real-time feedback lets you test, refine and scale to drive overall system performance fast.

Customer loyalty is easy with online widgets all the way to full blown loyalty smartphone apps that reward dollars spent, create unique coupons and seamlessly connect to Xenial digital payments.

Xenial Loyalty gives you scalable control. Corporate offices control brand, images and messages but pass local administration and designated editing to groups and individual location managers.

Give your customers—at scale—that click, tap, “oh yeah” experience, getting them back for more, and more and... with Xenial.



XENIAL CRM



XENIAL LOYALTY



XENIAL EMAIL MARKETING

Build Customer Relationships Every Day

Market to the right people, at the right time
with the most effective offers

SUMMARY VALUES

- Increase profits through higher customer visit frequency
- Maximize low-cost email campaigns that are effective
- Reduce coupon fraud and employee theft
- Rise to the top of customer vendor preference

HOW IT WORKS

- Collect signups and grow your CRM database
- Create and send targeted email messages with unique coupons
- Measure each campaign's performance in your dashboard
- See dollars generated by your campaigns
- Streamline your marketing to grow your business

FEATURES

Xenial CRM, Xenial Loyalty and Xenial Email gives you the power to:

- Leverage real-time, unified CRM (customer relationship management)
- Streamline your marketing with easy customer sign-ups and segmentation tools
- Easily create and track email campaigns promoting new items, special deals and events
- Quickly access marketing campaign effectiveness using campaign dashboards objectively backed by analyzing credit card utilization data
- Create mailing lists from existing contacts using a simple tool
- Gather email addresses from your website
- Provide customers with convenient options to pay, redeem a coupon or check-in for loyalty by using a promo code or scanning their phone at the counter
- Reduce fraud and employee theft with coupons unique to each customer
- Track advertising and marketing dollar spend and effectiveness easily



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xenial

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