



## Aptos CRM

Get to know your customers like never before with the leader in Unified Commerce



### A customer you know is a customer you keep.

Omnichannel has made customer loyalty more important — and difficult to achieve — than ever. The modern customer is fickle, demanding and distracted by an excess of alternatives. Differentiated experiences and elevated service will earn their attention. But to drive loyalty and lifetime value, retailers need to engage customers at a personal and in-depth level.

Enter Aptos Customer Relationship Management (CRM). Get everything you need out-of-the-box to understand, analyze and segment your customers. Design, execute and manage effective loyalty programs. Craft tightly targeted marketing campaigns. Integrate CRM data into your Point of Sale to put personalization at your fingertips. And more. Aptos CRM makes it easy to acquire and leverage customer data into profitable, personal and mutually beneficial retention.

#### CAPABILITIES

Acquisition	Loyalty	Data Management
<ul style="list-style-type: none"> <li>▶ Leverage deep CRM data to create differentiated experiences based on favorable customer segments</li> <li>▶ Aggregate data ethically across stores, web and social media</li> <li>▶ Guide customers to other banners in your portfolio through our Master Database</li> <li>▶ Gain insightful CRM data with every transaction at POS</li> <li>▶ Attract highly qualified customers to stores with precisely targeted marketing</li> </ul>	<ul style="list-style-type: none"> <li>▶ Unlock robust loyalty functionality for points and buy-in programs</li> <li>▶ Access CRM data easily across every touchpoint</li> <li>▶ Achieve extensibility with 3rd-party omnichannel systems and our end-to-end Aptos Unified Commerce Suite</li> <li>▶ Promote personalized offers and elevate in-store experiences</li> <li>▶ Automate loyalty membership management, including upgrades</li> </ul>	<ul style="list-style-type: none"> <li>▶ Get a single view of the customer record</li> <li>▶ Perpetually de-dupe, clean and transmit CRM data</li> <li>▶ Collect both transactional and non-transactional data</li> <li>▶ Access Purchase Cycle, Cross-Shopping, RFMX and more specialized reporting</li> <li>▶ Achieve easy data integration with 3rd party solutions</li> <li>▶ Simplify complex segmentation</li> <li>▶ Make better informed decisions with built-in Aptos Analytics integration</li> </ul>

### Key Benefits

- ▶ **Unlock another level of customer loyalty** with robust loyalty and rewards program management, native to your CRM database.
- ▶ **Deliver consistent, differentiated experiences** across every sales channel and brand interaction by integrating personal CRM data into omnichannel customer journeys.
- ▶ **Acquire ideal customers with ease**, by leveraging in-depth data to identify profitable customer profiles, differentiate your retail brand and build traffic across your banners.
- ▶ **Build customer retention across every banner**, with a multi-brand customer database, consolidated into a single point of customer data truth.
- ▶ **Craft personalized, profitable promotions** with seamless support for complex customer segmentation, affinities, personalization and more.
- ▶ **Empower every associate to deliver exceptional experiences**, by making enterprise CRM data easily accessible right from your POS devices.
- ▶ **Make better marketing decisions** with built-in marketing management services, including precise performance metrics and advanced segmentation.



## Driving customer engagement for retailers worldwide

**25+ years**  
in retail CRM leadership

**250+ million**  
customers engaged

**80+ brands**  
leveraging Aptos CRM

**360° view**  
of every customer

**Single source**  
of truth

**40+ countries**  
supported

## Foster omnichannel loyalty with confidence

Aptos CRM is essential to building and maintaining loyalty in the age of omnichannel. As a key component to modern retail experiences, Aptos CRM integrates equally well with 3rd party retail technology as it does with our suite of Unified Commerce solutions, including:

- Aptos ONE
- Aptos POS for Windows
- Aptos Order Management
- Aptos ONE POS
- Aptos Merchandising

And more. Because the retailers that can successfully connect customers to their products will remain competitive and engaging, no matter what happens in the ever-changing retail market.

# aptos

### Aptos is the leader in Unified Commerce solutions for retail.

Our cloud-native POS platform empowers the modern store with agile, mobile and omnichannel experiences. Integrated order management, merchandising, CRM, sales audit and analytics unify both the experience and the enterprise.

Aptos helps hundreds of retailers around the world elevate their brand experiences, optimize their operations and prepare for whatever comes next.

Learn more at [aptos.com](https://www.aptos.com).

### Let's connect!

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