



KONCENTRO

# The Customer Data Platform for the Retail Market



*The Koncentro Customer Data Platform is specially designed for the Retail Market offering support and guidance to retail managers, defining and creating the best digital strategy for building customer loyalty and attracting new customers.*

With its multi-dimensional approach Koncentro combines qualitative and quantitative analysis for a better understanding of the customer base.

Koncentro offers a range of different modules all of which can be easily integrated with third-party applications thanks to the 'digital exposé' interface which is specially designed for omni-channel retailing.



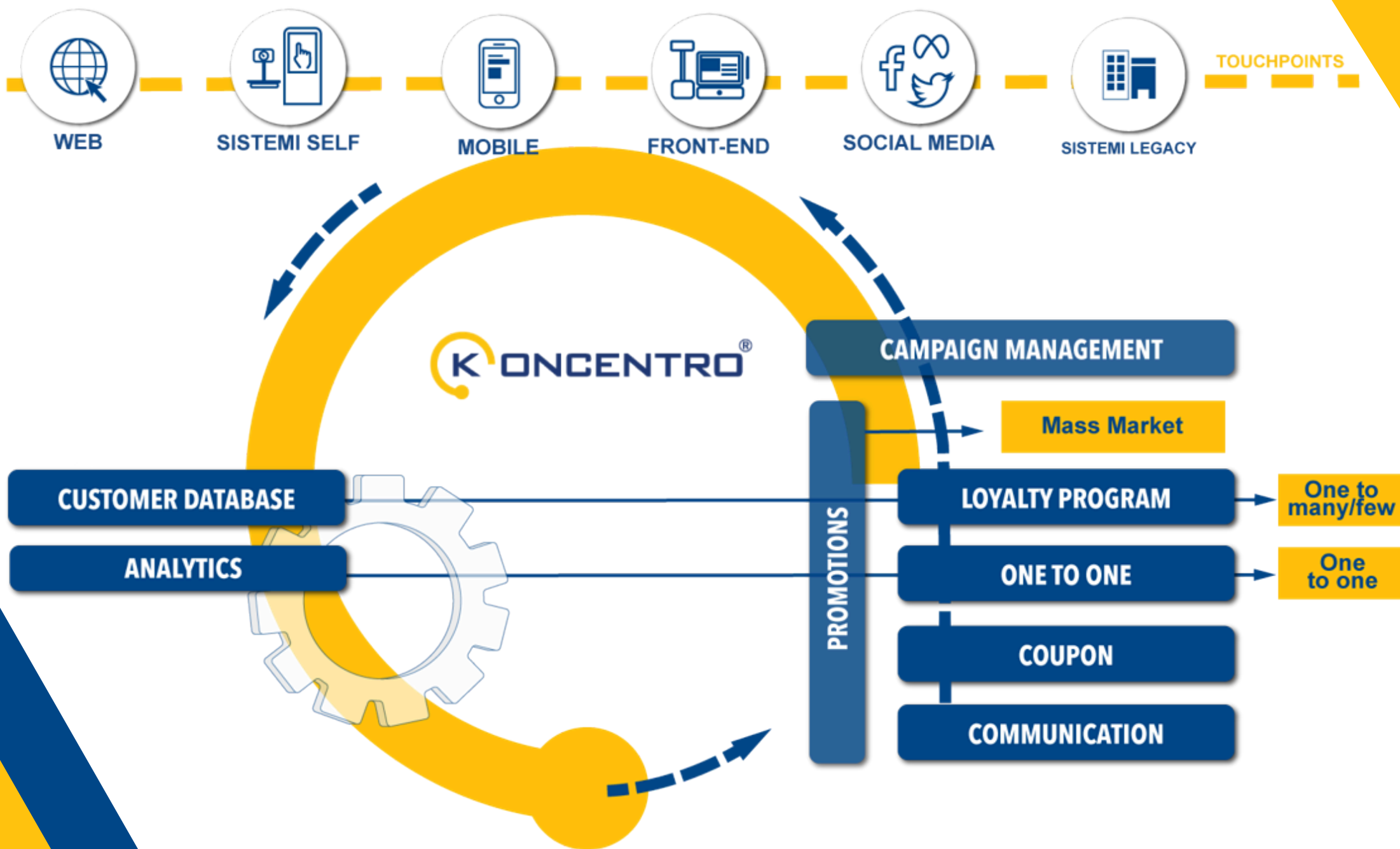
Unlike traditional CRMs, thanks to its diverse range of modules, Koncentro is a platform that can:

- **Enrich data via different retail touchpoints**
- **Integrate data via Single Customer View (SCV)**
- **Divide customers into designated clusters (Segmentation)**
- **Enhance data in real time via Machine Learning (Module Analytics)**
- **Activate customised marketing campaigns**
- **Measure the results obtained and the ROI of the campaigns launched**

## **KONCENTRO advantages:**

-  **ALL RETAIL TOUCHPOINTS (ONLINE AND OFFLINE) ARE INTEGRATED AND INTERCONNECTED**  
In this way retailers are given a complete view of customer spending behaviour and general data, meaning that they are able to plan their strategic targeted marketing and communication with accuracy.
-  **SIMPLIFYING AND ENHANCING ICT INFRASTRUCTURES**  
Integrating online and offline data (from stores and online sales) into a single management system.
-  **EFFICIENT AND EFFECTIVE MARKETING AND SALES PROMOTIONS**  
Allows retailers to launch diverse marketing initiatives: general messages/ carefully targeted promos or even specially tailored messages for individual customers.
-  **MANAGEMENT, CONTROL AND MONITORING OF MARKETING CAMPAIGN BUDGETS**  
Where one or more promotional marketing campaigns have been launched, retailers can monitor, manage and modify campaigns even while they are running, taking corrective actions should this prove necessary.
-  **FOR SCALABLE EASE OF OPERATION**  
Ensuring complete control of the whole sales network as well as the ability to monitor the performance of individual stores.
-  **GETTING TO KNOW CUSTOMERS**  
Predictive algorithms and analytics give detailed information on customer spending and behaviour, increasing loyalty and prevent customer churnover.

# KONCENTRO MODULES



## CUSTOMER DATABASE

Store, web, social, customer loyalty, websites, apps: all the touchpoints activated by Retail, offline and online, are sources for data collection able to enrich your precious database. The customer database module allows you to collate all data, by unifying every piece of information into a single place, enabling data-driven marketing actions.

- Gain a unique view of customers across different brands and touchpoints.
- Understand customer buying behaviour, sales dynamics together with the type and value of different customers.
- Customise marketing campaigns, improving business performance via targeted promotional campaigns.
- Bring together relevant data and information collating in a single database by automating integration and updates.



## ANALYTICS

Retailers are always in control of customer information, data and purchasing trends.

**Predictive algorithms** update customer data in real time, optimising the smart management of marketing campaigns, as well as providing analysis and facilitating segmentation into customer clusters.

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Konvergence uses and configures these algorithms based on each different company's marketing needs.

By analysing individual situations, tailor-made algorithms can be defined for each customer.

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## KONCENTRO ALGORITHMS

1. **CUSTOMER VALUE (RFM)**
2. **LIFESTYLES**
3. **TIME TO VISIT**
4. **PRICE SENSITIVITY**
5. **SENSITIVITY TO PROMOS**
6. **CHURNOVER PREVENTION**
7. **PROFIT AND LOSS**
8. **RECOMMENDATIONS**



## CAMPAIGN MANAGEMENT

Campaign management is accomplished via the different tools which can be diversified according to the level of engagement to be achieved with customers.

The retail marketing area can create and monitor its marketing campaigns, breaking down business strategies into more or less targeted communications, promotions and loyalty initiatives:

**Mass Market, One to Many, One to Few and One to One.**



With Campaign Management you can create campaigns with a focus on:

**Customers:** perfect store relationships with customers to increase value.

**Products:** support the promotion of products more in keeping with customer purchasing choices.

**Stores:** support individual stores in the sales network.

There is both a **budget control and management function** in the Campaign Manager.

As soon as marketing campaigns are activated, it is possible to monitor progress in terms of campaign expenditure results and also to modify these in the course of the campaign in order to achieve greater results according to any target(s) set.

## Promotions

The promotions module manages promotional events by integrating and connecting the various different Koncentro modules with the touchpoints available to the retailer.

**Aim > Configuration > Budget > Targeting > Recap and Confirmation > Evaluation**



Based on **business intelligence data, CRM** and **machine learning algorithms**, the promotion module creates and manages all promotion and loyalty initiatives:

- Management of mass market campaigns
- Management of individual promotions (for individual stores or groups of stores)
- Management of promotional campaigns
- Creation of promos with customised wizards
- Management of Coupons (online redemption of coupons bought at tills)
- Management of Clusters (customer groups)
- Management of Rewards (points, discounts or catalogues)
- Management of messages (1 to 1) - (1 to n) - (1 to, n, n, n, n)

## Loyalty

### What does the Loyalty Module manage?

- Management of Customers (direct debit, card replacement, targeted communications)
- Management of coupons (online redemption of coupons used at tills)
- Management of loyalty cards (online circularity, black lists, account statements)
- Management of cluster (segmentation of customers according to purchases)
- Management of dynamic clusters (analytical rules on automatic spending behaviour)
- Management of accumulators (management of multiple charges per card)

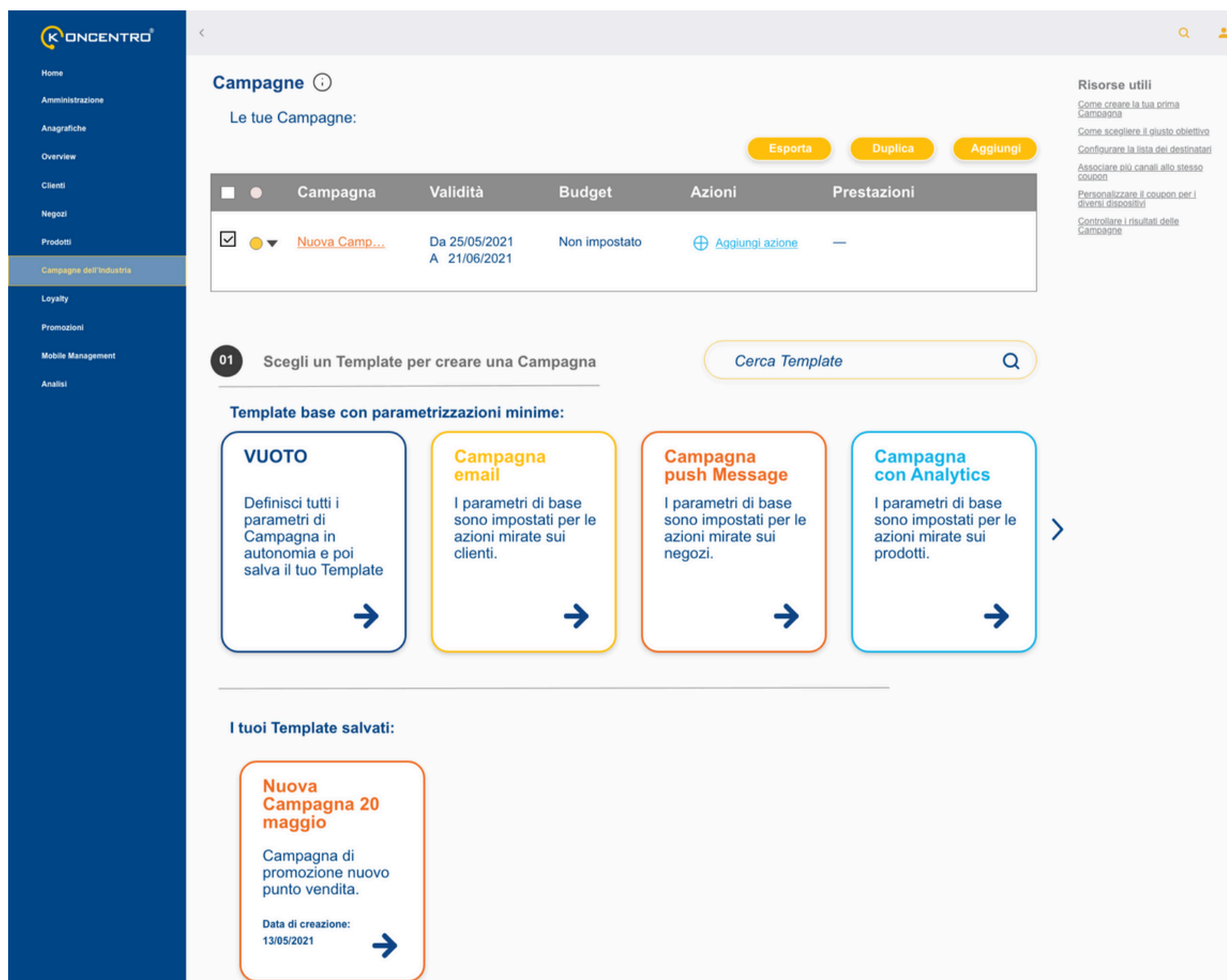
**By integrating customer loyalty cards with modules you can create one-to-many/one-to-few marketing campaigns, and retailers are also in a better position to analyse:**

- On-line points balance at all points of sale (distribution network)
- Conversion of points into cash
- Prize collection at all stores
- 'Real-time' promotions on the basis of analyses carried out by the central behaviour database, in conjunction with the promotional module.
- On-line promotions based on points balance, in conjunction with promotion forms.
- Online connectivity with any co-marketing partners via web services



# Coupon

The Coupon module exemplifies the whole Koncentro rationale. The interface of this simple user-friendly module allows retailers to select and manage coupons by setting the parameters for each one (targets, promotional rules, intervals of use, benefits) and enables the different available retailer touchpoints where the coupons will be used:



The screenshot shows the 'Campagne' (Campaigns) management interface. On the left is a navigation menu with options like Home, Amministrazione, Anagrafiche, Overview, Clienti, Negozi, Prodotti, Campagne dell'Industria, Loyalty, Promozioni, Mobile Management, and Analisi. The main content area is titled 'Campagne' and shows a table of existing campaigns. Below the table, there's a section for creating a new campaign, 'Scegli un Template per creare una Campagna', with a search bar 'Cerca Template'. There are four template options: 'VUOTO', 'Campagna email', 'Campagna push Message', and 'Campagna con Analytics'. At the bottom, there's a section for 'I tuoi Template salvati' (Your saved templates) showing a template named 'Nuova Campagna 20 maggio'.

Campagna	Validità	Budget	Azioni	Prestazioni
<input checked="" type="checkbox"/> Nuova Camp...	Da 25/05/2021 A 21/06/2021	Non impostato	<a href="#">+ Aggiungi azione</a>	—

- Mass Market Coupons
- Loyalty Coupons
- Private Retail Coupons
- Trade Coupons

# COMMUNICATION

The Communication modulo, connected to the different touchpoints available to the retailer and integrated with the main marketing automation platforms allows you to create, manage and monitor all of your communication campaigns (emails, push & rich messages) between retailers and customers.

- **Unlimited, simple or condition-based questionnaires**
- **Customised communications based on customer events or purchasing behaviour**
- **Advanced email marketing workflows with reference to business objectives**
- **Geo-targeting services or beacon technology to send in-store content and communication**



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