



MBS Customer Relationship Management

The advantages

- One repository for all customer data
- Dynamic contact information
- On-demand reporting
- Easy data extracts
- Detailed customer purchase tracking
- Data-sorting capabilities
- Trend analysis of buying patterns and frequency
- Export to mailing labels or your email program

Our innovative application will allow your store to target specific customer demographics, ultimately minimizing time and money spent on marketing, increasing your response rate and growing your customer base.

The problem

With the rise of online textbook retailers and other competition, college stores' traditional revenue foundation — textbook sales — are feeling some pressure. As a result, many are expanding their customer base beyond campus and into the community. If today's college stores are to remain profitable, they must create and nurture long-standing relationships with everyone from students to alumni.

The solution

The MBS Customer Relationship Management (CRM) application allows you to do precisely that by keeping track of shoppers' buying habits so that you can strategically market the right products to the right customers at the right time — all the way from freshman year through graduation and into the alumni years.

Here's how it works

The module acts as an organized database of customer information where sales history is collected and stored. Stores simply extract the precise data that meets their criteria, and use it to execute marketing campaigns that are targeted toward the appropriate audience. CRM empowers stores with highly specific information, allowing them to reduce marketing costs and speak directly to select customers that care about their message, rather than reaching out to all with campaigns that could be perceived as spam.

Key features

A consolidated customer database: Today, customers purchase from college stores via a variety of channels. Our CRM application automatically correlates all of the sales history from each of these sources with ease. MBS CRM captures sales data from your MBS POS system, your inSite managed website as well as your MBS Catalog/Mail Order and Quote programs, and stores it in one centralized database. Provided that the purchase includes



the customer's ID or account number, their transaction information will be posted to their order history in CRM, regardless of how the purchase was made.

Targeted data extracts: The MBS CRM application provides all the tools you need for data extraction, based on user-generated parameters, so that you can create mailing labels or populate your email program to get your message across. With CRM data extracts, you can isolate target groups for sales, promotions and events based on their likelihood to respond. For example, if your store is having a sale on a specific product, then you can hone in on the exact demographic that would be interested in buying what you're advertising and direct your efforts toward that group.

Flexibility for capturing ever-changing information: Most recent graduates will change jobs, physical and email addresses, as well as phone numbers several times following graduation. Our automated CRM application accommodates frequent and substantial updates to keep contact information with flexible data fields within the customer profile feature.

Identify specific demographics: In addition to allowing for multiple entries to each section of standard data, such as addresses and phone numbers, MBS CRM also allows you to categorize your customers by type (alumni, student, faculty, employee, etc.) to sort by demographic.

Powerful reporting: Once you've built your CRM database, the application allows you to take advantage of a flexible reporting process with which you can analyze individual and collective demographics as well as purchasing trends. This feature allows you to track sales activity by specific populations to see what appeals to a particular group or determine when they buy so you can adjust your inventory according to seasonal buying patterns.