

Boost Sales. Benefit Customers. *Begin to Rise.*



Make the right choice & Rise.

Simple to use:

- ✓ Input customer mobile number & purchase amount and Rise Retail system takes care of rest
- ✓ You can upload old data and Rise Retail engine will help you generate business from them

Who should use it?

- **Single store outlet** – Apparels, Jeweler, Optic store, Footwear, Boutique, Beauty parlor, Super markets, Restaurants, Pet shop, Aquarium, Restaurants etc.
- **Relationship focused businesses**
- **Chain outlets** –
 - Single coupon redemption at all the chain outlets
 - Business analytic report for all the stores
 - Controlling reward, communication at the single point
- **Online store** – Connecting with customers
- **Enterprise** – Our enterprise solution helps in real time business data analytics of all the branches/ outlets

How does it work?



- Cloud based system
- Mobile/ PC/ Laptop/ Tablet
- Secured server as backend engine
- Remote access of your system
- Integrate with your existing systems

To know more or register with us <https://riseretail.net>
please SMS "RISE" to 73041 10203. Or mail us at contact@riseretail.net

Product features

Sr. No.	Feature	Sub-features
1	<u><i>Analytics</i></u>	❖ Customers List
		❖ Top customers
		❖ Lost Customers
		❖ Daily report - Sales/ Coupon issued/ Coupon redeemed
		❖ Balance - SMS/Email/Wallet
2	<u><i>Loyalty Without Rules</i></u>	❖ Thank You Message (Default +Customized)
		❖ Special Note
		❖ Customers profile creation
		❖ Customers Purchase History
3	<u><i>Advanced</i></u>	❖ Details of Pending coupons
		❖ Wishes
		❖ Advanced wishes with offers
		❖ List of upcoming birthdays and anniversaries
		❖ Upload external data
4	<u><i>Loyalty with Rules</i></u>	❖ Transaction based and Period based
		❖ Coupon Creation
		❖ Reward as Value and/ Or Percentage
		❖ Auto coupon redemption
		❖ coupon expiry Alert to consumers
5	<u><i>Promotion</i></u>	❖ SMS/Email Promotions
		❖ Automated template creator
		❖ Use phone contact list
		❖ Schedule and auto customer data pick up
6	<u><i>Referral Module</i></u>	❖ Customer referral module
7	<u><i>VAS (Value Added Services)</i></u>	❖ Utility bill payment
		❖ Recharge
		❖ Commission
8	<u><i>Sender ID</i></u>	❖ Sender ID (At additional cost)

Note: with the package, you get up to 6000 SMS free of cost (in a year). This includes maximum 200 SMS per month for all loyalty transactions and 300 SMS per months for promotion.

**** Additional SMS can be purchased @ 10 Paisa Per SMS +Tax.**

***** Email 10 Paisa per email +Tax.**

Why you need such solutions?

In such a cut throat competition from neighborhood stores and online giants, you must develop the art of understanding key business parameters to manage and control them more effectively. Our system helps you in:

- ❖ Consumer Engagement module
- ❖ Consumer connect module
- ❖ Basic consumer data analysis tools
- ❖ Business enhancer module

Return on Investment (ROI):

- ✓ *Up to 30% of lost customers are retained through consumer loyalty module*
- ✓ *Up to 25% of customer retained through advantage of data analysis*
- ✓ *Ticket size enhanced by up to 11 %*
- ✓ *Gain additional customer by up 3 – 8%*

How does it benefit you?

<i>A. Customer retention</i>	<ul style="list-style-type: none">• <i>Increase repeat purchase from your existing customers</i>• <i>Increase frequency means higher sales</i>• <i>Easy target for communication for new offerings/ services/ promotions</i>
<i>B. Increase in purchase value (ticket size)</i>	<ul style="list-style-type: none">• <i>Reward for higher purchase value will push for high value trans.</i>• <i>Higher purchase means higher sales</i>
<i>C. New customers base</i>	<ul style="list-style-type: none">• <i>Your shop has a differentiator</i>• <i>Attracting new customers means increase in sales</i>
<i>D. Customer community</i>	<ul style="list-style-type: none">• <i>Modern & electronic image of your shop</i>• <i>Transparency in platform increases trust of your customers</i>• <i>Customer community build up</i>
<i>E. Sales pattern/ trend Analysis</i>	<ul style="list-style-type: none">• <i>Understanding your customers' profile</i>• <i>Understanding purchase trend/ pattern</i>• <i>Easy to take corrective action with the analysis</i>
<i>F. Promotions / communications</i>	<ul style="list-style-type: none">• <i>Direct communication (target focused)</i>• <i>Multiple communications</i>• <i>Customized message</i>

Rise Retail & Payment Solutions Pvt. Ltd.
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Agency details:

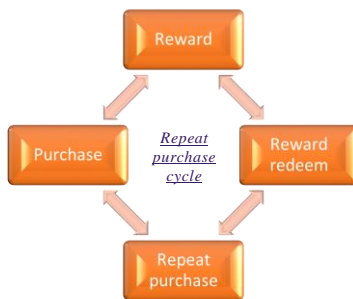
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PRODUCT FEATURES

Customer Engagement Tool

- ❖ **Consumer Loyalty Module:** A target focused rule based loyalty module. Your customers are encouraged to shop at your stores through a reward system defined and controlled by you. You can set up rewards based on your customers purchase behavior.
 - *Coupon as defined by you*
 - *Set validity period of coupon*
 - *Flexible reward system*
- ❖ *Persuasive design* – customer alert for pending coupon
- ❖ *Customer referral module*
- ❖ *Advanced wishes* – with customized offers
- ❖ *Categorization of your customer base*
- ❖ *Automated birthday & anniversary wishes*



Omni Channel Branding

- ❖ *Template based promotion builder* - this is a tool to keep you in communication mode with your customers. Our creatively designed templates help you make the communication with customers more effective. Automated – no need to upload data
 - ❖ *SMS & Email channel of promotion*
 - ❖ *Promote social media promotion*
 - ❖ *Target focused customer base selection*
- Just four clicks and you are done with publishing your offers, promotions, festival wishes*

Connect with customers emotionally

Let them know what you are doing.....

“Be In Touch With The Customers”

Data Intelligence and business enhancer

- ❖ *Cloud based data storage* – access from anywhere, anytime
- ❖ *Know your customer* – instant details on customer sales pattern
- ❖ *Customer analytics* – lost customers / top customers and many more detailed business analyses
- ❖ *Enquiry management* – capture new business enquiries and convert into revenue
- ❖ *Manual invoicing* – prepare your invoice
- ❖ *Value Added services* - Creating stickiness with the customer is key for the business growth. Our VAS platform helps you provide other utility tools to hook your customers with the store .
 - *Recharge* – Mobile, DTH, Data card etc.
 - *Bill payment* – Postpaid, Mobile, Electricity, Gas etc.
 - *Maintain customer database on cloud*
 - *Leverage on the customer base to promote or sale your product/ services*
 - *Additional income through commission*

All services integrated under one platform

Increase customer footfall

Additional services to your regular customer
