



NCR CRM Solutions

Your Choice for Global Leadership
in Customer Relationship Technology

Relevant and Timely Customer Communications.

Your search for world-class CRM capabilities has led you to NCR – the global leader in Relationship Technology. By choosing NCR you choose to benefit from NCR's rich experience with the world's leading retailers, financial service providers, and communications companies worldwide. You are also choosing the most broad and visionary CRM suite for the networked economy – designed for optimal performance with the world's most powerful relationship engine, the Teradata Active Data Warehouse.™



You are competing in a dynamic, multi-channel consumer environment – where consumers have more choices, more information, and more access than ever to the products and services they desire. To be successful, your business requires an equally dynamic, integrated CRM process capable of helping you communicate more effectively to each one of your customers, thus offering a better relationship than your competitors can. The result: competitive advantage, improved loyalty and profitability.

NCR CRM solutions can help you manage and grow customer relationships based on a complete, integrated and shared understanding of all interactions. You'll accomplish this with NCR's next-generation capabilities in market segmentation, customer analysis, modeling, personalization, optimization and interaction – along with total systems integration to ensure relevant and timely customer communication.

Dramatically improve your insight into customer behavior, needs and values

Offering the right products and services at the right time strengthens the relationship between your company and your customer. NCR CRM Solutions provide deep analytics and broad modeling capabilities, helping you to quickly identify and support the needs and interests of each of your customers. Analysis of both transaction and interaction behavior for each customer enables richer customer profiles and also permits the identification of significant moments of change to know when your customers are most likely to be receptive to

new offers and services. With NCR's superior customer optimization capabilities, you can better understand your customers through an integrated view of their behavior over time – and use that information to serve them more effectively.

Make Your CRM More Interactive – With Relevant and Timely Communications That Meet Each Customer at the Point of Need

NCR enables interactive CRM, making it possible for you to be sure that you are engaged in highly relevant and timely dialogue with your customers via the most appropriate channel – at every stage of an evolving relationship. NCR CRM Solutions serve as a customer relationship control center – helping you to identify target customers and take action with prioritized communications. Most marketing approaches operate only at an abstract layer, where “segment” is the proxy for customer and “product” is the substitute for actual needs. NCR CRM Solutions move your company beyond mere product pushing, giving you the ability to plan and optimize both segment-based campaigns and event-driven, individual opportunities. NCR's CRM Solution deploys leads directly to the most appropriate channels, enabling the most effective two-way interaction between your business and each of your customers. You'll be equipped to respond to the actual needs of each customer – at that golden moment where it counts most. Then, watch your customer satisfaction grow as you're right there for them, time after time.

effective
two-way
interaction
between your
business and your
customers



Timing is everything. Opportunities to build or retain value in customer relationships occur not only at the time a product or service is sold, but also throughout the duration of the relationship between you and your customers. Changes in behavior signal potential relationship building opportunities.

can u relate?

But these opportunities can come and go rapidly, so it is often necessary to act very quickly – within hours, sometimes even seconds – of identified events – to take advantage of them.



"At Hallmark, we get value from the Teradata data warehouse by getting closer to and better understanding our customers, by analyzing what they're doing in the store, how they're reacting to the store, what they're buying, and when they're buying it, and basically customizing the retail experience to meet their needs."

Mr. Tony Marshall

Decision Support Specialist, Hallmark

Choose a More Effective Customer Relationship Management Process

NCR CRM Solutions provide a highly effective process for managing and growing customer relationships to improved profitability and longevity. Here's how:

Event Detection identifies significant or relevant changes in your customer's behavior. This includes the methodologies and capabilities required to define and apply algorithms that analyze detailed transactional data for millions of customers. The system watches for significant behavioral changes that are the clues and triggers that indicate it is time to act on a possible opportunity because something important has changed for your customer.

Behavioral Analysis leads you to a deeper and richer understanding of your customers and the significant events that should form the basis for identifying and managing your customer communications.

Communications Management helps plan and prioritize communications across all your customer touchpoints to ensure that the channels most likely to succeed are used first. NCR CRM Solutions apply your business rules to determine the most valuable leads, allocated to the most appropriate channels. Channel workload management is performed according to channel capacity, ensuring that all channels are most effectively leveraged. When a channel is full, leads may be redirected.

NCR CRM Solutions ensure that each moment of customer contact enhances the relationship and the ongoing personal dialogue follows a unique path determined by the customer's own responses to a lead. Success is evaluated at each point of the process using analytic measurement and reporting capabilities. Targeting and execution are further refined at any and every point in the process to enable continual improvement in customer communication. The customer dialogue information captured can be used to refine models and build a complete and integrated view of each customer – which can be shared and leveraged across your business.

A Packaged Solution Adaptable to Your Business

NCR's CRM Solution is a packaged solution, adaptable to your business, with six major sets of functionality. The integration of these functionality sets enables marketing analysts to understand what each customer needs and values most, to model customer interaction behavior, to identify significant customer events and rapidly deploy communications, to personalize the messaging, and to optimize relationships with customers through the most effective interaction channels.

Analysis

NCR Analysis provides marketing users with powerful tools in a robust environment to analyze and understand customers – and to visualize the significant events that drive customer interaction with your business. The analysis modules are

tightly integrated into the total CRM NCR solution to provide seamless integration between analysis, action, evaluation and learning.

Modeling

NCR Modeling applies our vast knowledge discovery capabilities to help your company build sophisticated statistical models that identify and predict meaningful and profitable customer communication opportunities. Once these models have been identified, the NCR tool enables users to continuously score customers and integrate those scores with NCR Analysis and NCR Communication.

Communication

NCR Communication supports an integrated, enterprise approach to planning, development and management of customer communications across multiple channels, product lines, and business units. Using the opportunities identified by event detectives and segments defined

from NCR Analysis, NCR Communication allows you to determine and apply the best communication tactics for each opportunity.

Personalization

NCR Personalization allows you to create personalized e-mail templates. These templates are personalized for each unique individual with rules as simple as inserting a customer's first name, or as complex as generating a dynamic offer based on the results of

a sophisticated rule or score. NCR Personalization templates are integrated with NCR Communication allowing you to personalize even the most complex interactions for each individual customer.

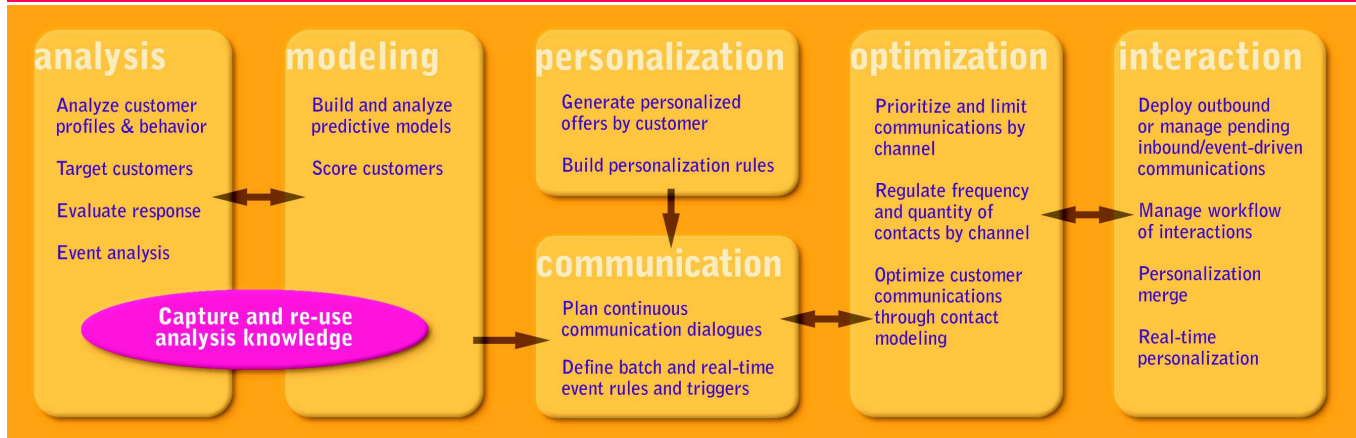
Optimization

NCR Optimization ensures that you communicate with optimal impact on each of your customers, based on the priority of the message and the availability of resources to act within

how **quickly**
can you meet and **satisfy**
each of your
customers at the
golden moment
of greatest need?



customer relationship management functionality



a particular time window. Once leads are selected, they are filtered and prioritized according to your company's business rules for number of contacts, recency of contact, and the availability of specified channels.

Interaction

NCR Interaction manages customer interaction activity across multiple channels through personalized inbound and outbound customer communications. This module manages all interactions across key touch points such as direct mail, kiosks, POS, the call center, web, and e-mail. Results can be measured in real time, enabling marketers to immediately understand customer behavior, draw implications, and take proactive measures to enhance the relationship.

NCR CRM Solutions Help You Communicate More Effectively – and Clearly Differentiate Your Business

Your customers' expectations are high, and getting higher. So are your business performance expectations. You are looking ahead – beyond the current CRM packages on the market – for the CRM solutions of tomorrow from a world-leading CRM provider.

NCR CRM Solutions are the result of global leadership in Relationship Technologies™, making it possible for companies to respect and relate to each customer as an individual, communicating when there is an opportunity to build or retain value for the customer and the company. This differentiates your company in your customer's eyes, enabling your business to pursue the most profitable opportunities.

When your company can continually identify those opportunities that hold the greatest long-term value potential, your finite resources can be

directed at exploiting these opportunities and maximizing profits. NCR's CRM Solution establishes an environment where your company can continuously assess and act upon value-generating or value-retaining opportunities as they occur. With NCR CRM solutions, you will better manage and grow relationships by understanding what each customer needs and values – and see how each is best served – through a complete, integrated and shared view.

Want to Learn More About NCR CRM Solutions – or See a Demonstration?

To learn more about NCR Customer Relationship Management Solutions, please contact us and we'll meet with you to answer your questions and discuss your unique business needs and strategy. We can also arrange to deliver a demonstration of our CRM Solutions and capabilities.

excellence





“Many technology companies talk about improving customer relationships through campaign management, but few are delivering real value at the point of customer contact. As companies realize the potential of event-driven profitability, they will turn to leaders like NCR for their next generation CRM solutions.”

Dr. Wolfgang Martin

Vice President
Application and Delivery Strategies
META Group

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