

ChainDrive Customer Relationship Management Software (CRM)

Capture customer data and create targeted offers that drive customer loyalty.



- ✓ Capture valuable customer information that identifies shopping behaviors, buying habits, patterns and trends.
- ✓ Use customer data to create specific targeted promotions.
- ✓ Create, target, track and measure multichannel campaigns, such as POS, Email, Mobile, Social Media, and Direct Mail.
- ✓ Improve service, customer experience, loyalty and retention.
- ✓ Increase sales productivity with added cross-selling and up-selling opportunities.
- ✓ Perform RFM (Recency, Frequency, Monetary) Analysis to sub-select specific data.
- ✓ Measure the ROI of campaigns.

Customer look-up

Gain instant real-time access to customer information anywhere throughout the store. Mobilize retail sales staff and allow them to capture and look-up client information on the spot.



With ChainDrive CRM being completely integrated with the back-office retailers are able to access customer data that includes everything from personal information to transaction history and past purchase details. All customer data can be analyzed, categorized, tagged or filtered and turned into focused, meaningful marketing campaigns.

Multi-channel Connection

ChainDrive CRM allows retailers to capture customer data across all retail sales channels. Stay connected to the «omni-channel» customer and deliver specific targeted promotional campaigns according to their preferences. Offer coupons or instant rebates that drive retail sales by email, mobile or even direct mail campaigns.



Customized Marketing

Personalize the shopping experience and deliver individualized marketing promotions and/or product recommendations based on the customer's past purchases.



ChainDrive Customer Relationship Management dives deep into the shopper's behaviour by analyzing, categorizing, tagging and filtering all customer information. CRM Reporting allows retailers to match the customer's preferences and needs with future product plans and offerings.

GiftCard & Loyalty Card Program

With today's "omni-channel" shoppers it's now more important than ever to capture their information, maintain the relationship and above all retain them as lifelong customers.



Store promotions, gift card and exclusive loyalty driven campaigns can not only increase overall sales but can also retain the customer. Using the customer data within the ChainDrive CRM for launching gift card and loyalty programs, retailers are able to become a destination for purchases and not just an impulse buy.