INTEGRATION CASE STUDY

LS Retail Nav with Capillary Application

Proposal Introduction

Capillary Technologies, Bangalore based CRM company which basically works for customer engagement program has approached us with one Customer benefits program for our client ABRL.

Their program delight customer at every step, right from registration to rewards additionally program offers Customized, instant offer creation for customer on real time analytics. Their offer creation is based on Customer buying behavior, customer gets discount on their most and often purchased items, that help in driving loyalty and can increase customer's visit.

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OPTIMIZING CUSTOMER VALUE

Capillary Product Information

Capillary Application using advanced and superior !ntouch technology which is basically .NET based application able to do Customer based management, Dynamic Vouchering system and data tracking.

The Cloud Algorithm to create instant offers based on Customer buying pattern therefore Capillary Patent Pending Cloud + Mobile platform is a core of their application.

Every Store will have one Capillary Server and respective POS's will carry Capillary client database which will have all the transactional details, on Customer visit, offer generated by Capillary server gets validate and redeems at Capillary Client thereafter discount applies on Customer's bill.

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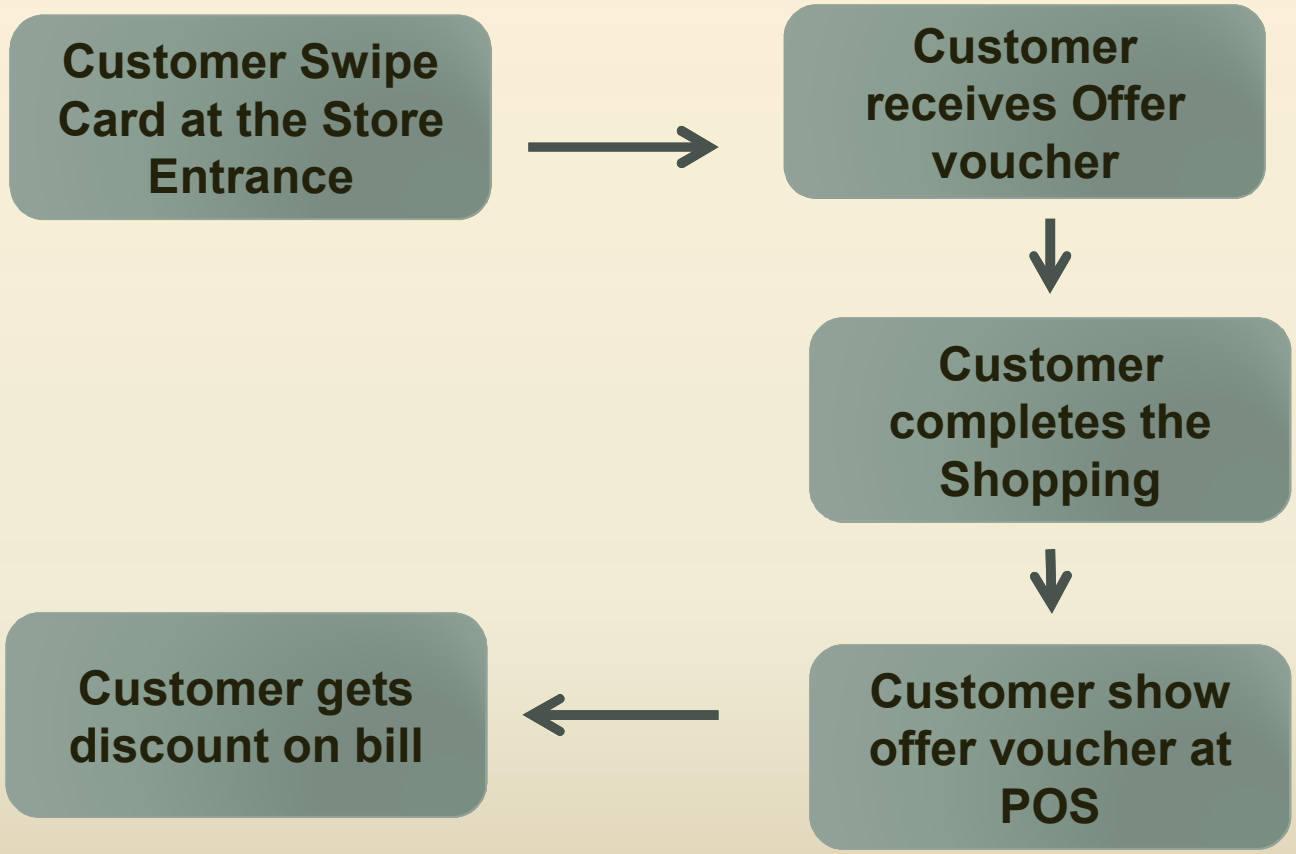
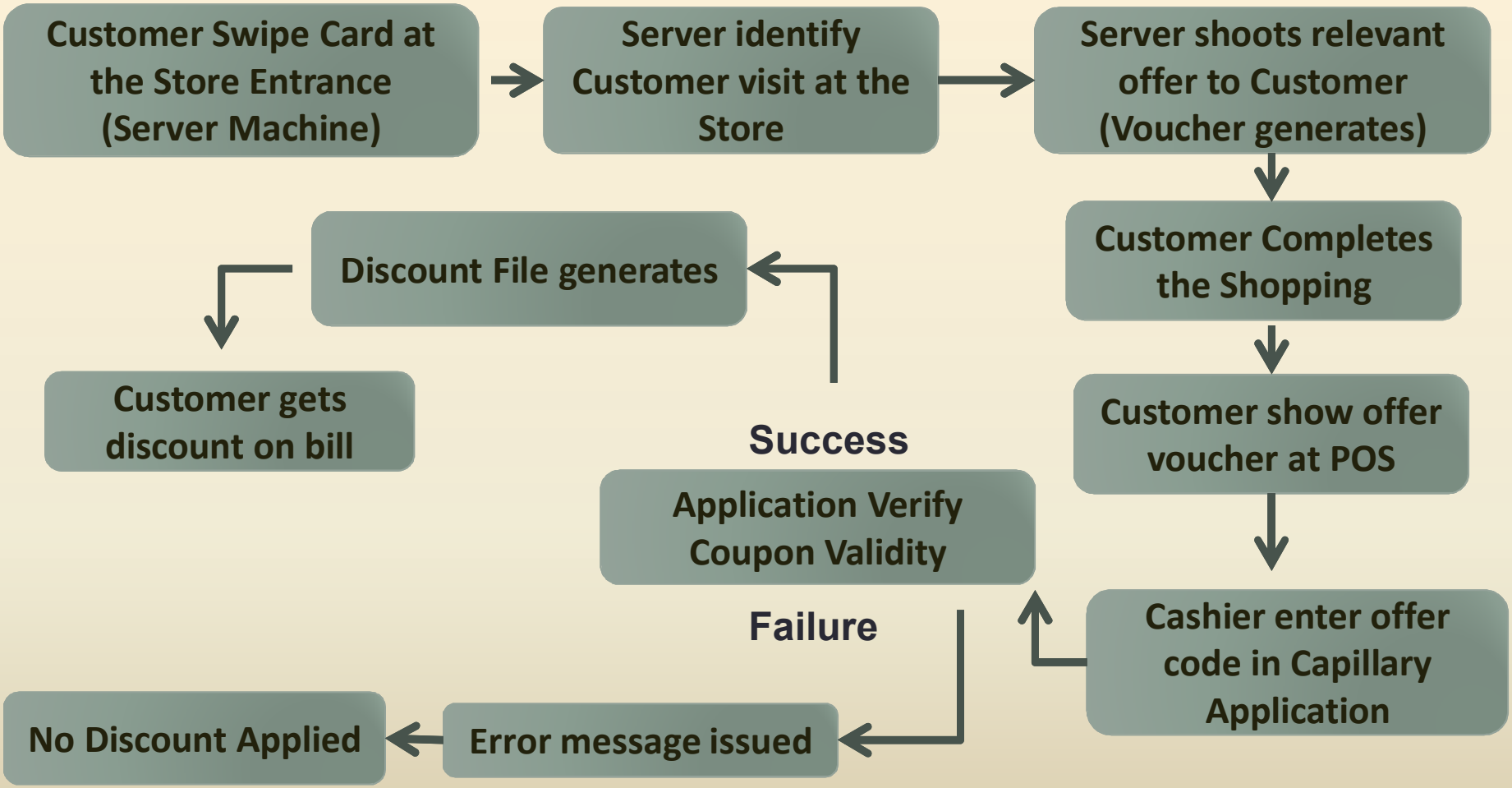
OPTIMIZING CUSTOMER VALUE

Process Flow – For Customer



Process Flow – Capillary



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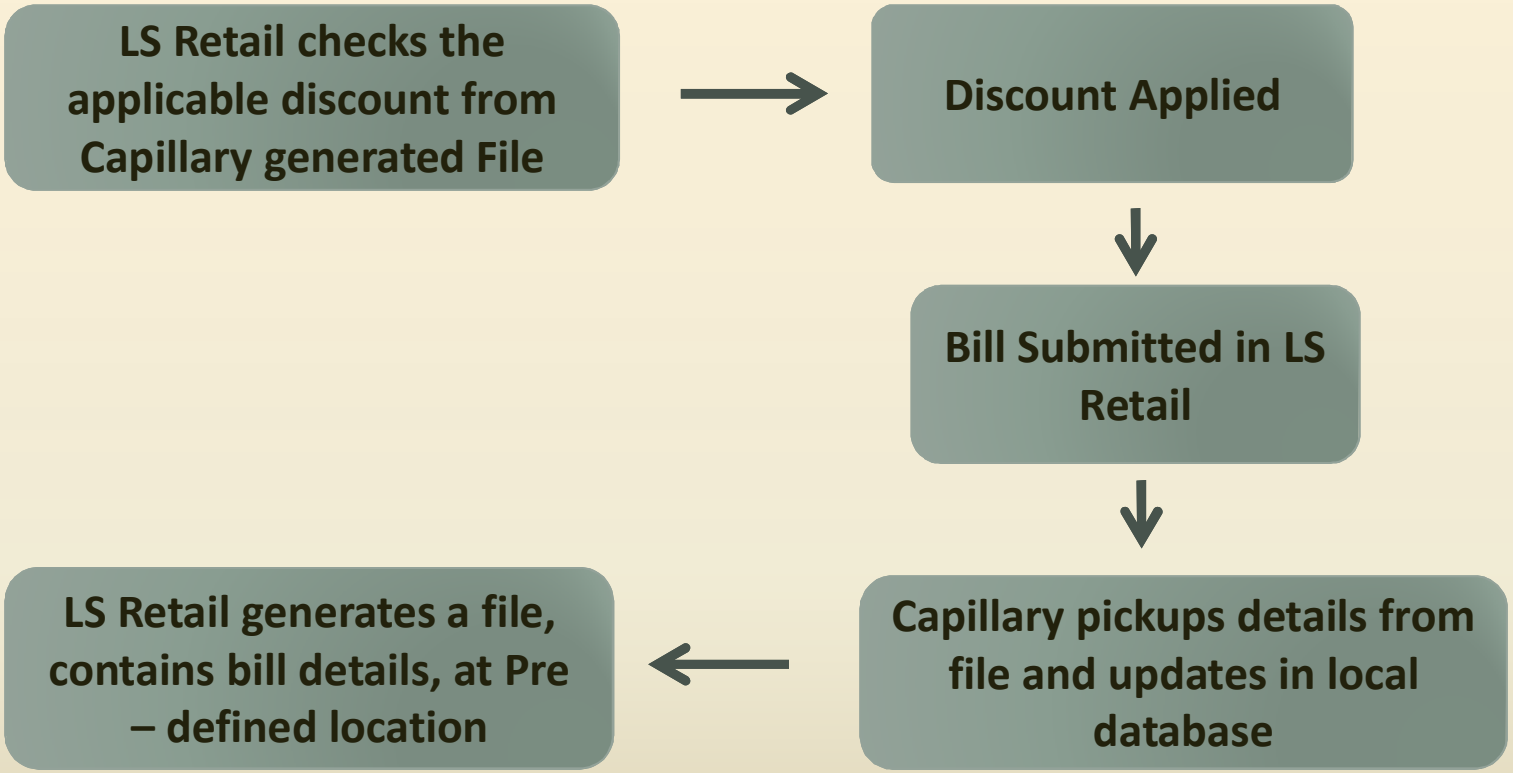
Process Flow – LS Retail



Integration Mechanism

LS Retail

- XML file generates after every transaction which contains bill detail.
- Capillary application pick the file and load the data in their database.

Capillary Application

- Customer redeems offer at Capillary and they generated a offer file which LS Retail pick and apply respective offer on the bill

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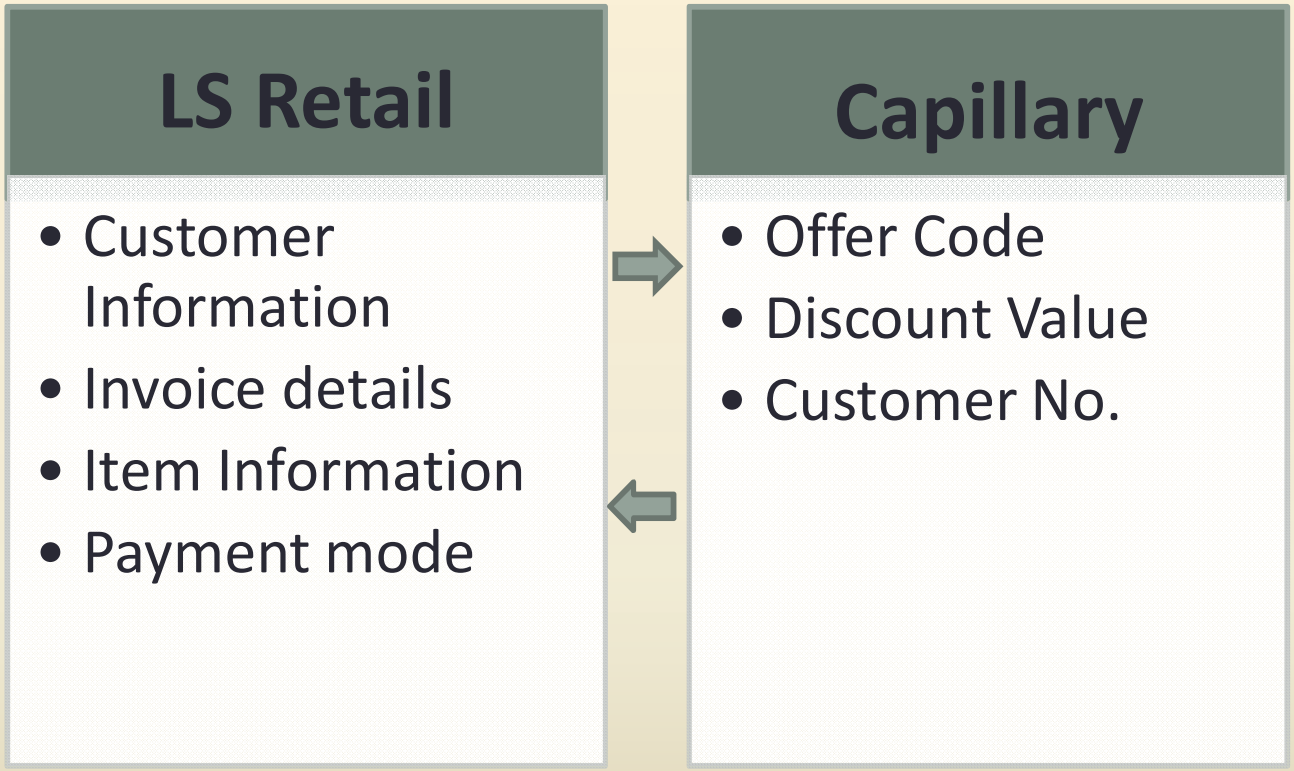
OPTIMIZING CUSTOMER VALUE

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