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## Self Managed or Outsourced? The Choice is Yours.....

NCR eCommerce offers a full range of solutions — from self-managed applications to fully outsourced online direct marketing.

Whatever option you choose, NCR eCommerce works closely with you to ensure that your programs achieve superior results. Partner with NCR eCommerce today and enjoy:

- **Turnkey Deployment** — Minimize IT burden while maximizing scalability and control costs.
- **Streamlined Execution** — Get ultimate control and easy campaign set-up and management.
- **Value-added Expertise** — Take advantage of online direct marketing experts to ensure maximum program results.

**Scalability Means Flexibility** — NCR eCommerce is able to accommodate clients' deployment requirements from basic to more complex data and integration needs. So whether your systems are integrated or modular, our campaign delivery solution makes it seamless.



Take control of your online direct marketing campaigns with *Customer Power*. To find out how you can use NCR's premier hosted eCommerce application to drive results for your enterprise, contact us at:

**1-800-626-3495**

or

Info@ncrecommerce.com  
NCR eCommerce  
3325 Platt Springs Road  
West Columbia, SC 29170

## Customer Power



[www.ncrecommerce.com](http://www.ncrecommerce.com)

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## What is NCR's Customer Power?

Customer Power is a solution that provides an effective, affordable, and adaptable process for managing your institution's online marketing campaigns. Through a variety of software tracking and reporting tools, Customer Power enables you to:

- Generate campaigns directed towards your Web channel, your Email channel, Call Center, and ATM or Kiosk channels.
- Group existing or potential customers by common characteristics such as demographics, financial history, or order history.
- Target multiple campaigns to the same customer or prospect through multiple channels simultaneously.
- Track customer campaign activity click-throughs.
- Track the events that led to converting a prospect to a full fledged customer.
- Track customer asset and loan portfolios across campaign lifetimes.
- Track customer lifetime value and buying history.
- Fine-tune marketing campaigns and see results in real time.
- Create and deploy surveys to track customer feedback.
- Target campaigns to administrators, marketers, customer service representatives, executives, etc.
- Allow your customers to create alerts and notifications based on their preferences.
- Generate and deliver personalized electronic statements to your customers.

To facilitate effective eCommerce, NCR's *Customer Power* culminates its services as follows:

- Web Services that allow access to multiple touch points.
- email Marketing through NCR's PostMaster application.
- Online Surveys that capture customer interaction.

- Banner advertising through interactive personalization.
- Multi-channel integration that provides one face to the customer.
- Analytics & Reporting that facilitates customer insight.
- Alerts and Notifications.
- Electronic Statements.

### ***Web Services***

Most data resides in multiple systems, yet users need this data to maximize its effectiveness. Using basic web services protocols, NCR's Customer Power facilitates data access and distributed computing using industry standards, including SOAP (Simple Object Access Protocol), XML (Extensible Markup Language), and WSDL (Web Services Description Language).

### ***Email Marketing***

We provide you with everything you need to create, run, and monitor an effective email marketing campaign. We begin this process by accessing data from multiple touch points, combining the campaign for each segment, transmitting the emails, and tracking the performance.

### ***Online Surveys***

Using our survey wizard, you can create, transmit, and track customer surveys through our online infrastructure or yours. The surveys can be triggered by specific events, be part of an overall planned campaign, or ad-hoc.

### ***Banner Advertising***

After you segment your customers into specific groups, you will want to personalize their experience with targeted messages. By using our interactive personalization facilitates, you manage how you display your customer messaging. You define the segments and rules and we simply apply them.

### ***Multi-channel Integration***

We have used the web to facilitate consistency and efficiency across all channels. As you target your customer across these channels, we help coordinate your interactions and integrate each channel with each of your business functions, such as:

- Your Store or Branch
- NCR Customer Power
- Your Call Center
- Self Service
- The Internet

Our solution and services present a unified view of your organization to the customer.

### ***Analytics & Reporting***

We provide customized real-time reporting on campaigns – including campaign objectives, action plans, performance measurement, response assessment, and cross-channel behavior to determine the overall success rate. More importantly, we feed this closed-loop data back into your existing data warehouse for efficient analysis.

### ***Alerts and Notifications***

Your customers can create personalized alerts and notifications for data present within your system(s). Using either a secure or open format, the system can deliver the information to any email-addressable device at customized times.

### ***Electronic Statements***

You can create Electronic Statements for account information available on your system(s). Each statement's look and feel is customizable and can include 16 months or more of account history.

