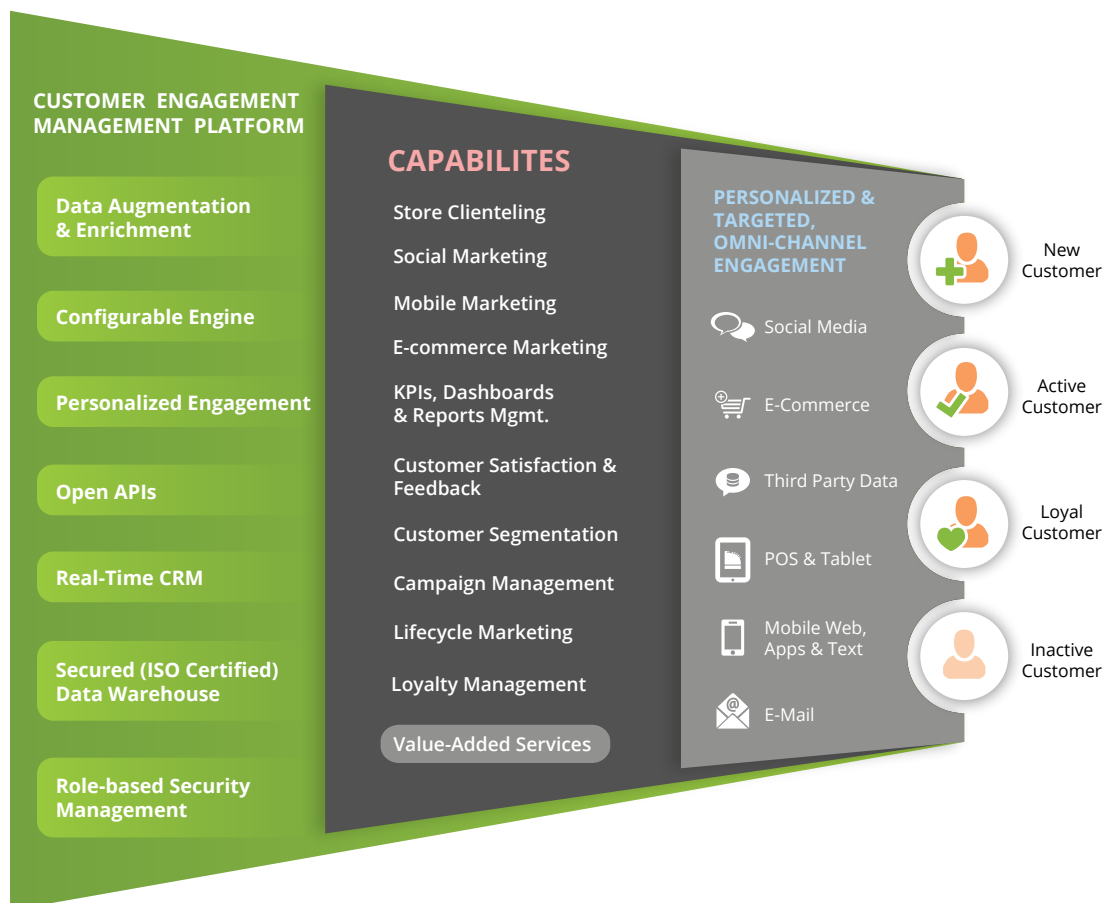


# Product Overview

Capillary's Intelligent Customer Engagement™ (ICE) suite of software solutions integrates everything that retail marketers require to engage with their customers. It weaves social and mobile experiences into any e-commerce platform or point-of-sale device from legacy terminals to the latest POS devices and mobile tablets, and online shopping platforms.

The ICE™ suite is supported by the Customer Engagement Management platform and is designed to provide the flexibility retailers need to meet their growing needs. In addition, Capillary provides multiple delivery models from our cloud-based software solutions to managed services and everything in between, with our Professional Services team, to help you connect all the dots.

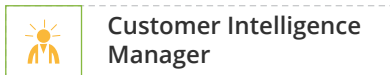
## Capillary Customer Engagement Management



The Customer Engagement Management (CEM) platform consists of a cloud-based, real-time CRM solution connected to a Marketing Data warehouse that securely houses your customer and transaction data. Access to the data is configurable and can be managed based on user roles, data types and set standards. The platform can be configured to support different business models including a franchise, independently owned stores or a chain of wholly-owned stores. The CEM platform enables retailers to augment and enrich their existing customer data through different programs across multiple channels. This creates richer customer profiles, which in turn enables deeper customer insights and personalized engagement. Finally, the platform's open API, supports integration with a variety of third-party systems such as Point Of Sale (POS), mobile POS, store tracker, ecommerce online and offline payment solutions.

## Intelligent Customer Engagement™ suite

The ICE™ suite allows retailers to engage with their customers across multiple channels including social media, email, online, text, and physical stores through a variety of devices including tablets, mobile devices and store POS systems. The suite supports engagement with all stages of a customer's lifecycle including a new, an active, a loyal and an inactive customer. Each customer type requires a different engagement approach as they respond differently to marketing tactics and the ICE™ suite is built with their varying needs in mind.



### Customer Intelligence Manager

Designed to help you analyze customer and related data, Capillary Customer Intelligence lets you understand your customers better. The guided web-based platform is purpose built for retailers to provide intuitive answers to your business questions and is supported by a robust dashboard so you keep the most important KPIs at your fingertips, literally.



### E-Commerce Marketer

Manage customer relationships online, as you would in a physical store with personalized online recommendations, loyalty program management, programs targeted to reduce site and card abandonment rates and an interactive engagement bar that makes real-time offers and promotions to your shoppers, to increase online revenues.



### InStore Marketer

Provide data from every visit, social media interaction or transaction available to your customer-facing staff through Capillary's tablet-based, or POS-integrated, InStore module. With a single view of the customer, you can deliver an exceptional store experience and personalized recommendations at point of sale or through sales associates on the showroom floor.



### Social Connect

Capillary's Social CRM enriches your existing customer data by capturing customer data from sources like Facebook, Twitter and Foursquare. Monetize your fan base with social campaigns showing responses as high as 30%.



### Mobile Marketer

Capillary's Mobile Marketer allows you to engage customers through mobile devices by sending marketing campaigns through SMS/text messages, or supporting interactions through the mobile web, mobile app or tablet-based devices.



### Campaign Manager

Develop personalized marketing campaigns powered by customer analytics across all channels, including store, social media, email, mobile web and smartphones and tablets.



### Lifecycle Marketer

Capillary Lifecycle Marketer adds the dimension of "time" to your engagements, helping you send communication to customers based on their predicted behavior, on important milestones such as birthdays and holidays and follow-on reminders based on their unique responses to your campaigns.



### Loyalty Manager

Helps you manage your loyalty program and increase enrollment through an easy sign-up process, with the flexibility to collect data from a store, a tablet, online or elsewhere and manage it in one place. Increase sign-ups with a quick, virtually form-free, mobile or card-based sign-up process.



### CSAT Manager

Capillary CSAT Manager is pre-integrated with the CRM system, so you can look at your customer satisfaction data, in perspective. It helps you capture customer feedback and incorporate it into your customer profiles to make future interaction more relevant.



View a demo or learn how retailers are using the Intelligent Customer Engagement™ Suite to quickly and easily manage their customer data, gain insights and personalize engagement through multiple channels, driving a significant increase in sales. Find us at [www.CapillaryTech.com](http://www.CapillaryTech.com)