

# NCR Counterpoint Applications

Powered by NCR Corporation



NCR offers retailers tools to extend and enhance your business to increase profitability. Our ecommerce platform, mobile POS systems, email marketing and mobile alerts will help you create new opportunities to interact with customers and drive sales while managing your business and staying ahead of new trends.



## Mobile POS

- Expedite customer checkouts in your busy season
- Sell products anywhere
- Enhance customer experience by delivering consultative face-to-face service
- Check inventory levels while on the go
- Perform physical counts of merchandise

## Email marketing

- Leverage customer data to do targeted marketing
- Design campaigns to build your brand and create new sales opportunities
- Use reporting tools to refine marketing for maximal return
- Decrease advertising spending while increasing its effectiveness
- Create recurring campaigns such as new customer welcomes, loyalty program statements, and birthday emails

**Example:** One of NCR's sporting goods retailers has a recurring email campaign to remind customers when it is time to buy a new pair of running shoes.



## Ecommerce

- Leverage your POS system to eliminate manual processes and duplicate entry of new items and item changes
- Expand your business and reach a new customer base online with search engine optimization and marketing tools
- Use a centralized system to manage ecommerce and in-store sales inventory
- Automatically download new orders for processing
- Sell your goods and services worldwide on a 24 x 7 basis



## Mobile alerting

- Be instantly alerted to potentially fraudulent situations, minimizing harm to your business
- Receive daily sales figures via text or email
- Know what is happening in your stores at all times
- Monitor store operations through key alerts including low inventory warnings, current cash on hand notifications, alerts if no one has signed in when a store opens, and notifications of large sales or refunds.

**Example: One of NCR's retail customers was instantly alerted when a member of their staff completed "returns" at 2:00 AM.**



## Why NCR?

With over 125 years of retail experience, NCR is a leading provider of retail management solutions for retailers of all sizes. We want to help you add to your bottom line by increasing sales and reducing costs. It is our mission to help retailers run their business, connect with customers and sell anywhere.

For more information, please visit us at [www.POSHighway.com](http://www.POSHighway.com) or call 888.881.1988.