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Customer Relationship Management (CRM) by CAM Commerce

Integrated throughout the entire system, CAMPOS markets back to your customers, rewarding loyalty with the support of a robust CRM system.

Director, Marketing: Sherrie Holliday

Founded: 1983

Employees: <200

Stock Symbol: Private Company

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Company Background

CAM Commerce Solutions was founded in 1983 and develops, markets, installs and services highly integrated point-of-sale, retail management and payment processing solutions for small-to medium-size retailers. We offer a wide variety of products and services that address the automation needs of pharmacy retailers.

At CAM, we know service and ongoing updates to the software are important considerations in the purchase of a software system. It is important to know that the company behind the product will be around to protect and enhance your investment. CAM has more than 100 employees dedicated to improving our products and serving our customers. We offer toll free phone support seven days a week, and ongoing program enhancements.

Customer Relationship Management

CAMPOS is a IIAS-compliant POS solution offering all the special features required by independent pharmacies (SIGIS integration, E-signature Capture for HIPAA and Rx logs, interfaces with popular pharmacy management systems, etc). In addition, CAM32 has all the features required to run a sophisticated front end retail operation, including Customer Relationship Management (CRM).

CRM is the heart of a successful automation system. Independent pharmacy retailers can keep the customers coming back by utilizing the unique on-board tools provided within the CAMPOS Pharmacy software.

Our CRM system helps retailers understand customer behavior and adjust their operations to ensure that customers are served in an appropriate way. Successful implementation, use and support of our CRM system can provide a significant advantage to pharmacy retailers. Retain your customers and keep them coming back! We all love to get new customers... it's not only great

for business; it's great for future business. A happy and satisfied customer is a customer that comes back - and that puts you in the business of reordering rather than the business of selling, which is where we all want to be.

Studies have shown that it costs five times more to attract a new customer compared to selling an existing customer. With this in mind, our full featured CRM works seamlessly with various parts of the software and the varying sales channels you'll use to sell your goods. Our CRM tracks all the vital information about your customers that is important to you. This information can be used to generate targeted marketing campaigns to keep your customers coming back for more.

Featured CRM Highlights

- Analyze customer buying patterns
- Track customer sales
- Identify highest profit potential
- Product up-sells
- Email marketing
- Generate targeted mailings
- Enter all customer data at POS
- Special options can be set for each customer
- Numerous advanced reports



Integrated Frequent Buyer Program

CAMPOS allows you to create various frequent buyer programs. When you create a program, you simply assign point values to dollar purchase amounts by department. If you have particular departments that don't generate as much gross profit as others, you can reduce the number of points a customer will receive when they make purchases in that department. CAMPOS will keep a running total of points by customer.

The frequent buyer module allows you to drive sales any time you need new business. With this built-in marketing machine, you can generate a special event for your most loyal customers easily.