



# 8Manage CRM for New Era of Retail

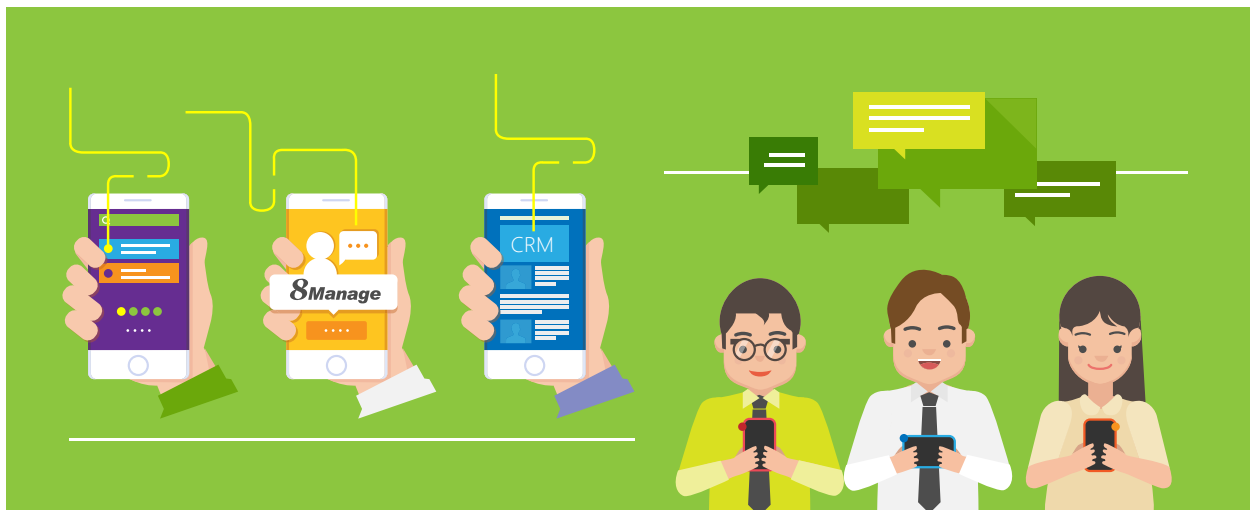
Consumers are embracing the digital technology and the following paradigm shifts are occurring in today's new era of retail:

- SMobile becoming the front door
- Seamless shopping experience
- The arrival of the subscription economy
- Using behavior analytics to understand markets and direct sales

8Manage provides the following features for businesses to deal with the paradigm shifts:

- Mobile marketing
- Lead nurturing
- Data collection & deeper analytics
- Seamless shopping experience (Integration of online and offline)
- Subscription business
- Smartphone-Tablet POS
- Connecting the team & task management

## 1. Mobile Marketing



People spend more than 4 hours daily on their mobile phone. The time spent on the phone is a mix of time spent on social media, e-commerce, searching and browsing. This provides a clear and important opportunity to capture the attention of consumers.

8Manage provides the following features for mobile marketing:

### Mobile-first Indexing

8Manage provides the framework to create a site that can reflect the proper content and perform well. Pages can be loaded quickly and use responsive design – meaning that the site senses what size and shape device it's being loaded on.

The framework controls the photos and text to be appeared where they should and the buttons need to work with touch screens.

### Social Media Marketing

8Manage is fully linked with WeChat and capabilities are completely customizable. You can select from intricate demographics including everything from profession to interest to geographic location. This sort of targeting option helps to ensure that your brand is spending its advertising dollars on only the most relevant users that are going to be most likely to have an interest in your brand and follow up with a purchase.

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### Personalization

8Manage allows you to leverage data analysis and digital technology to deliver individualized messages and product offerings to current or prospective clients. 8Manage allows you to personalized contents for individual or a selective demographical group. Personalized marketing gives customers a sense of identity. They cease to be one of the masses, and instead become an individual with unique wants and needs.

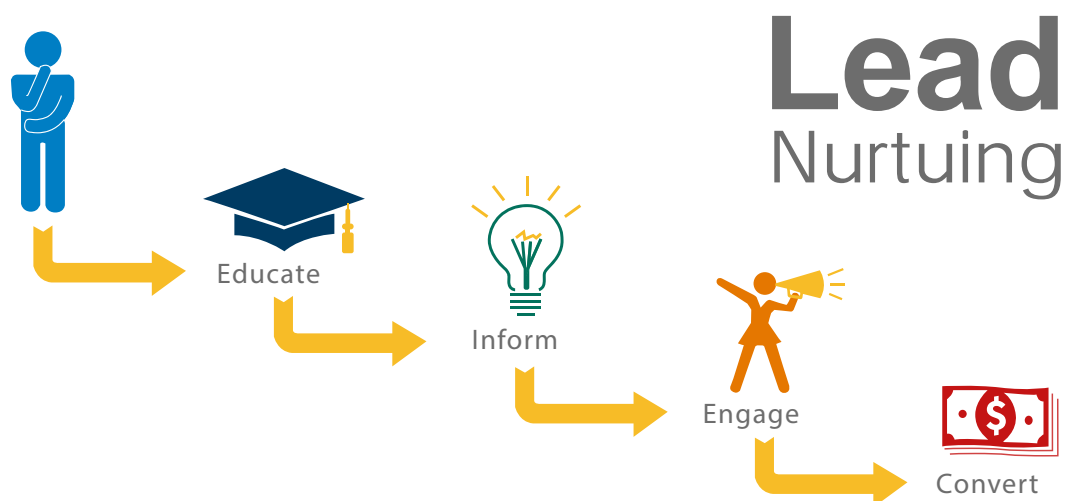
### Mobile Pay

Mobile marketing and mobile commerce often go hand-in-hand. Consumers are using mobile pay to purchase items after they like what they see in mobile marketing. 8Manage supports various mobile payment methods to allow you to link mobile commerce with your mobile marketing seamlessly.

## 2. Lead Nurturing

Leads come in many forms from different channels, such as organic online leads, newsletter sign-ups, event participants, new customers, social leads, B2B leads and more. 8Manage CRM provide you the information such as when your leads have entered the pool, how often you have engaged and nurtured them and what steps you can vet them.

8Manage CRM help you to segment your clients into groups sorted by age group, gender, professional fields, income level, interests, spending history and so on so that your marketers and sales agents are able to communicate with your clients in the best suitable way.

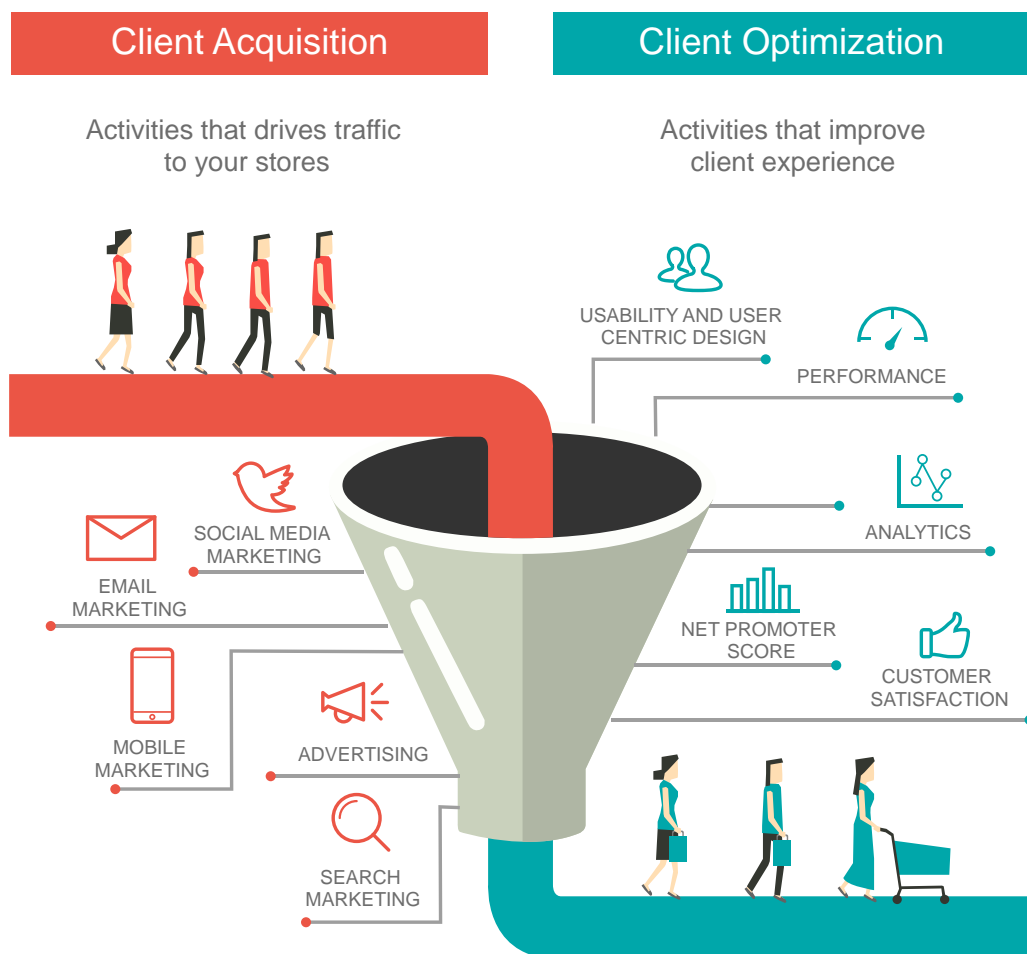


Guiding a lead through the buying process is the key in successful sales operation. 8Manage CRM can help you to nurture, guide and catalog decisions made through the process will allow you to see both the strengths and weaknesses of your current sales process.

8Manage CRM can also provide you deep insights into how many clients visited your online stores and leave without placing an order for items that they added to their cart and your system can send polite reminders or your sales team follow-up with calls.

## 3. Data Collection & Deeper Analytics

Collecting client data is the single most important key in your marketing strategy. Without data and analytics, you're marketing blindly, hoping to reach your target audience or persona. Even after clients are acquired, they are ever changing. What your customers loved five years ago isn't what they want today. To stay in touch, you need to constantly collect data to continue marketing to your existing clients.



Client data gives you the opportunity to improve your client experience and in turn improve your client satisfaction and revenue. 8Manage CRM allows you to collect the following types of client data:

### Communication Related

- Client name
- Contact types and details – email id, physical address, phone number
- Source of acquisition

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### Transaction Related

- Items purchased
- Value of the sale
- Time of purchase

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### Interaction Related

- Does the client respond to the emails and sales calls?
- What categories of topics of the eDM or eSurvey does the client respond most often?
- Record of calls made to the help desk

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### Client Profile

- Birthday of the client
- Region
- Hobbies & Interests
- Income levels

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### Feedback

- Survey results the customer has taken
- Complaints the customer has left
- The products that were returned

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According to survey, 65% of consumers are happy to share their information in exchange for more targeted marketing and 67% are willing to share their data if they receive some form of benefit, such as discounts, it is up to you to make the client data and deeper analytics to improve the effectiveness of your marketing and clients' experience.

## 4. Seamless Shopping Experience (Integration of Online & Offline)

In the new era of retail, consumers want to shop on their terms, through the channels they choose and with the information that they control.



Same Product



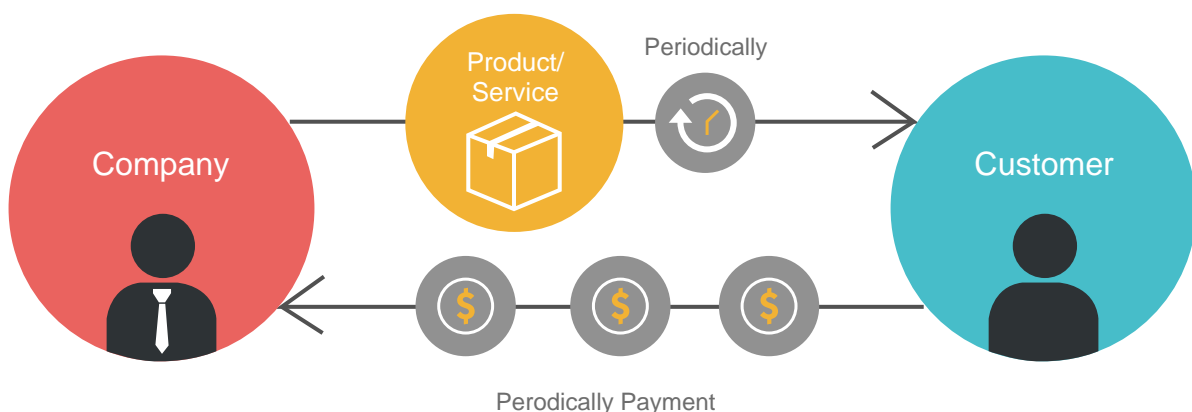
Same Price



Same Promotion

8Manage provides you a framework to integrate your online and offline stores, products and services so that the degree of seamless that your client will experience is totally under your control.

## 5. Subscription Business



8Manage provide you the following features to manage your subscription business and service delivery:

### Before eContract is established

- Establishing a new eContract of a pre-defined type with each new client subscription
- Specifying (or altering from pre-defined) terms-and-conditions in the eContract that the system will automatically track

### After eContract is established

- Automatic or manual-triggered delivery accordingly to the transaction-contents and terms-and-conditions of eContract
- Automatic tracking of Service Level Agreement (SLA)
- Automatic issuing of invoices and tracking of payments
- Automatic alerting of renewal

8Manage also support master-and-sub eContract models for the support of more sophisticated subscription models.

## 6. Smartphone-Tablet POS

The screenshot displays the 8Manage mobile POS interface. At the top, there is a header bar with a user profile (Amber Group, worker: 302) and navigation icons for Items(P), Cashier(C), Order, and ESC. Below the header is a table listing items for sale:

No.	EAN Code	Name	Salesperson	Original Price	Discounted Price	Quantity	Action
1	6913221220161	Green Tea	302	50.00	50.00	1	Delete(d)
2	6913445125780	Toy car	302	90.00	90.00	1	Delete(d)
3	6942124460233	Plastic Bag	302	0.02	0.02	1	Delete(d)
4	6945725646513	Lip Balm	302	26.00	26.00	1	Delete(d)

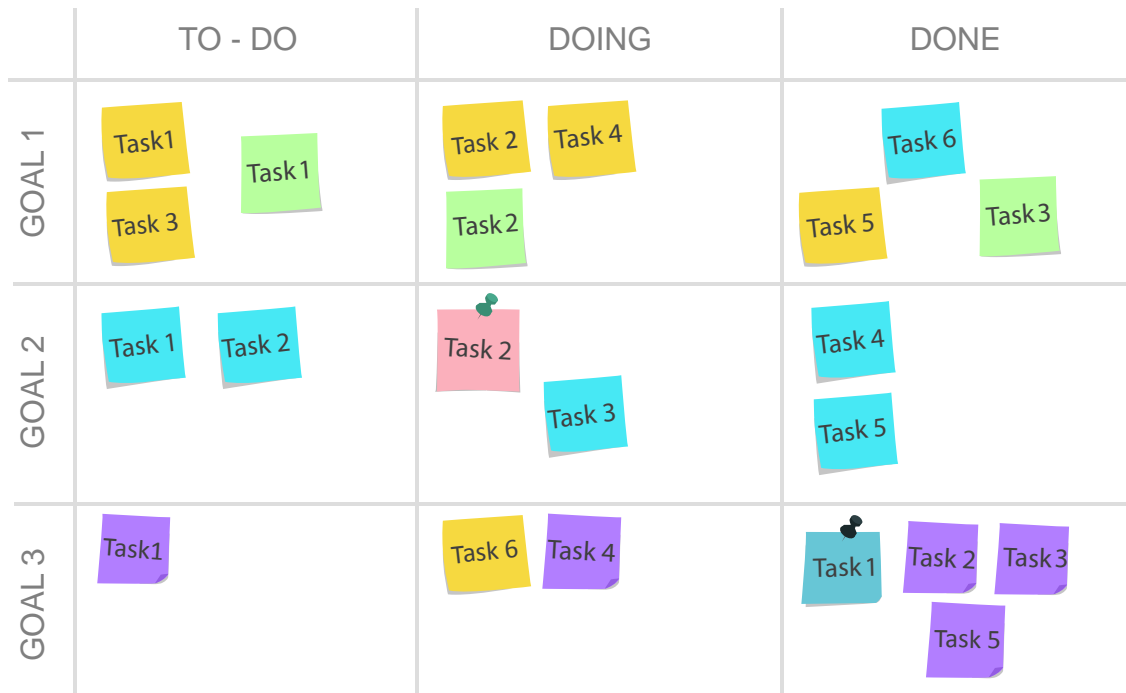
Below the table, there is a 'Promotion' section and a payment interface. The payment interface includes a numeric keypad (0-9, ., 00), function buttons (Items(a), Quantity(b), Coupon(r), Others(j)), and a 'Confirm' button. On the right, there are buttons for 'Pending Order (g)0', 'Delete All(u)', and a green button for 'Settle Accounts (s)( 4 Piece) ¥ 166.02'.

The 8Manage mobile POS is both affordable and easy to use, and do more than just process sales and accept payments, as they include time-saving features that help you analyze your sales data and manage your inventory, staff and clients. It also has integration for email marketing, loyalty programs, and other capabilities that make it easier to run and grow your business.

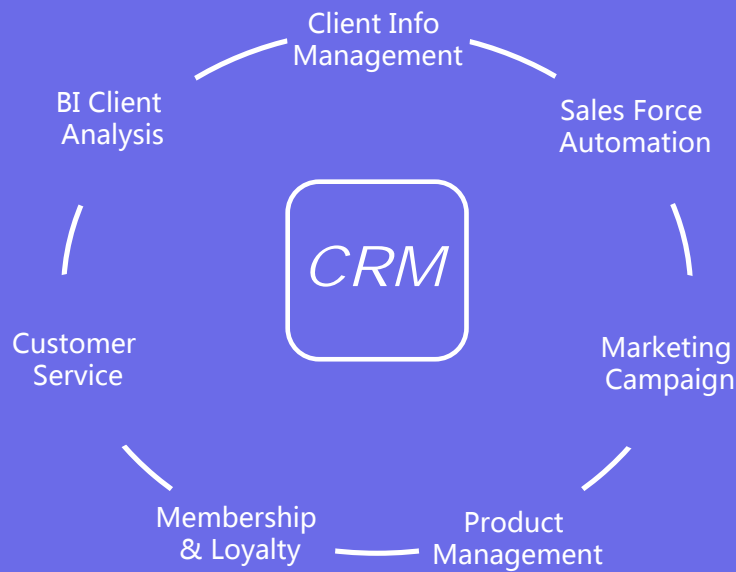


## 7. Connecting The Team & Task Management

A business is only as good as its core team. 8Manage provides team chat and tagging and allow your entire team to access to your analytics, client data, trends and more and can chat in real-time with file-sharing while reviewing any pertinent data from their end. This equates to time saved, progress achieved and productivity enhanced.



8Manage also supports simple task management and allow your team to work effectively on projects.



**8Manage CRM**

[www.8manage.com](http://www.8manage.com)

Wisage Technology is an international software product company with clients in many countries and regions, including the U.S., Canada, China mainland, Hong Kong, Macau, Taiwan, Malaysia and Singapore. All its products are mobile internet ready and can be accessed with IE, Firefox, Safari and Chrome browsers and we also provide different apps on Android and iOS. It offers perpetual licenses for all regions and SaaS in certain regions only for the following products:

- |   |  |
|---|--|
| <b>8Manage CRM</b> : Mobile Internet CRM                                  | <b>8Manage eExpense</b> : Web & Smartphone Expense Report System |
| <b>8Manage SPM</b> : Supplier & Procurement Management                    | <b>8Manage eLeave</b> : eLeave & Leave Management                |
| <b>8Manage Simple PM</b> : Simple to Start & Extend PM                    | <b>8Manage eTimesheet</b> : Web & Smartphone Timesheet System    |
| <b>8Manage PM</b> : Advanced Tool for Project Planning & Execution        | <b>8Manage eLearning</b> : Advanced eLearning System             |
| <b>8Manage PMO</b> : High Performance PMO                                 | <b>8Manage eSurvey</b> : Easy-to-use eSurvey System              |
| <b>8Manage Finance</b> : Strong Connectivity with Businesses & Operations | <b>8Manage eDMS &amp; KM</b> : eDocument & Knowledge Management  |
| <b>8Manage HR</b> : Human Capital Management                              |  |
| <b>8Manage OA</b> : New Generation Office Automation                      |  |
| <b>8Manage BI</b> : Point-and-click BI                                    |  |
| <b>8Manage O2O</b> : B2C, B2B, eExchange, eSettlement & eERP              |  |
| <b>8Manage FAS</b> : Knowledge Enterprise Full Automation Suite           |  |
| <b>8Manage eERP2</b> : Manufacturer eERP2                                 |  |

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