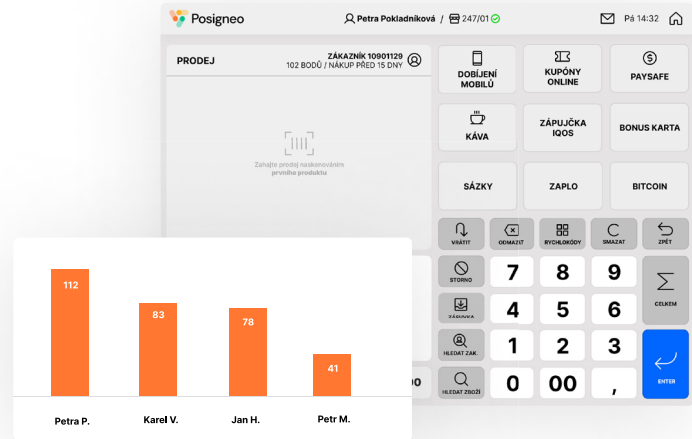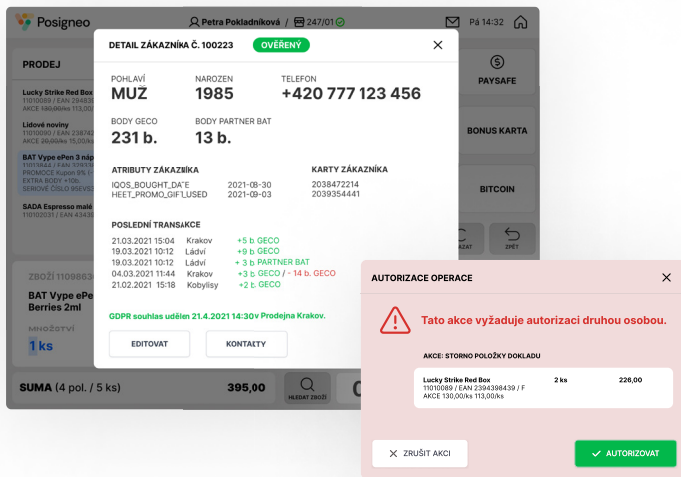**Posigneo**

Customer management

Hit your target. **Personalize**, **configure** and **change**. Whatever you need. Whenever you need.

Database of customers, their basic and marketing attributes. Recording of **loyalty cards** and loading of points or other bonus accounts.
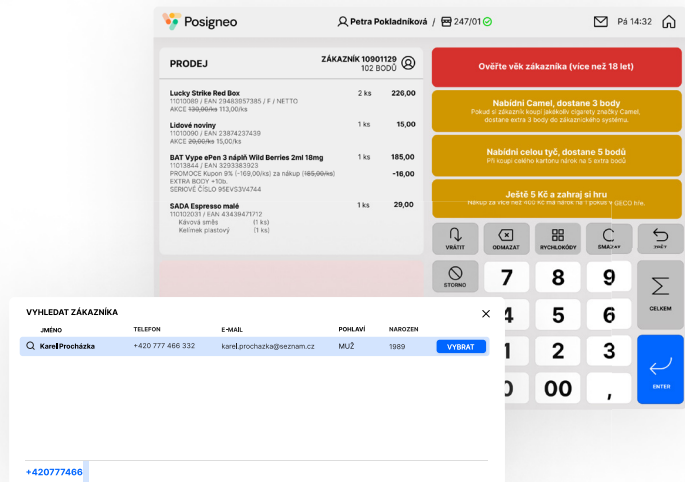
Data privacy and GDPR

Emphasis is placed on **data security** and fraudulent behaviour. Posigneo helps you benefits from **user autherthication**, **multi-eye checks** etc. while meeting GDPR requirements.

Customer portal

Configurable customer portal to view bonus account, change end user personal information, change password, etc. API for connecting to external portals.

Target group

Direct connection to the **promotion engine for personalization**. Mass management of target groups or import from external systems.

Get in touch! We can change your business.

✉ hello@posigneo.com   🌐 www.posigneo.com

Comprehensive digital solutions **for retail stores.**

Posigneo is a **modern service-oriented software** solution enabling customer check-in through individual sales channels within the retail store network.

Use individual internal or external components for maximum added value. Posigneo is optimized for **direct integration with your ERP** system without the need for master data transformation.

POSIGNEO helps your staff provide customers with all they want while supporting your business goals.

Customer checkout

Benefit from all included types of services you need to **run your stores and POS smoothly.**

Customer management

Maintain and manage your **database of customers** and detail their marketing attributes. Process transaction records made with **loyalty cards** such as points or credits attribution.

Retail innovation

Enjoy **interactive installations** for retail. Make the most of smart devices for sales support, mobile and web applications or microsites.

Key features you expect.

Marketing attribute

Create **custom attributes** for campaigns and **promotions**. Mass assignment of values to customers or loyalty cards.

Customer Dashboard

Having all the **information in one place** allows the call centre to respond quickly to customer needs and requests.

Customer Account

Option to create **one or more point accounts** for one customer. Use of separate accounts for external partners.

Integration

Extensive API to connect external such as e-shops, customer zones, helpdesk to get the information you need.

Import/Export

Upload/Download of customer attributes and their **integration into data warehouses**, **reporting** and **campaign management tools**.

Target group

A **simple tool** for creating target groups and subsequent integration with marketing attributes and promotional engine.