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Epicor Showcases New Clienteling App to Enhance Retailer-Customer Interaction and Cross Selling at NRF 2012

***Sales Associates are Now Just One Touch Away from Key Insights on Shoppers' Habits,
Patterns and Preferences Via Apple iPads and Tablets***

NRF 2012 -- NEW YORK, Booth 2105, January 16, 2012 -- Demonstrating the power of mobile apps in redefining retail, Epicor Software Corporation, a global leader in [business software solutions](#) for manufacturing, distribution, retail and services organizations, is showcasing a new mobile app -- Epicor® Retail Clienteling -- which is designed for tablet devices and optimized for the Apple® iPad®, and delivers critical customer insight from the retailer's CRM database directly into the hands of sales associates engaging with customers as they move throughout the store.

The solution is the newest advancement in the company's award-winning retail [customer relationship management \(CRM\)](#) software suite, designed to help retailers better connect with their customers to improve the bottom line. Enabling a "personal shopper" scenario for a retailer's regular customers, Epicor Retail Clienteling offers the industry a better class of clienteling to help increase store productivity while enhancing the shopping experience.

The solution allows retailers to leverage customer information from previous interactions on the web or in-store to better engage the customer and create a more personalized experience. Clienteling provides visibility to the customer's patterns, history and habits based on information constantly gathered within a live, multi-channel customer database. Critical customer data is no longer confined to the back office computer, and no longer can exit with sales associates upon their departure. Retail employees are liberated from the [point of sale \(POS\)](#) and free to move with the customer to ensure all needs are addressed.

According to Nikki Baird and Brian Kilcourse, managing partners at Retail Systems Research (RSR), Clienteling provides a cross-channel window for employees to connect to each other, to the enterprise, to customers and to brands. In the firm's research note, *Clienteling 2.0: A Retail Reboot for Assisted Selling in the Connected Store*¹, Baird and Kilcourse say: "Customer behavior has changed, and where it is rapidly starting to have the greatest impact is on the store. But today, stores are poorly equipped to deal

¹Clienteling 2.0: A Retail Reboot for Assisted Selling in the Connected Store, by Nikki Baird and Brian Kilcourse, RSR, October 2011.

with an increasingly smarter, cross-channel, savvy shopper. Store employees are the most disadvantaged in this new shift, and retailers are scrambling to help close the gap. Past efforts around customer relationship management (CRM), specifically clienteling, have fallen short... Clienteling, sometimes also known as 'assisted selling,' now has more opportunity to be successful in more retail environments than ever before.”

Epicor Retail Clienteling provides retailers with a powerful tool to help enrich its client interactions and drive sales, improving the in-store shopping experience by providing:

- **Customer Details in an Instant:** Leveraging tablet devices, sales associates can support a rich personalized and interactive in-store experience with a few keystrokes. Clienteling quickly accesses the customer’s purchase history, and arms the sales associate with a host of options to cross-sell, up-sell and strengthen customer engagement.
- **Uninterrupted Customer Interaction:** Associates no longer have to step away from shoppers to check status at the terminal; instead they can provide responsive customer service while remaining by the customer’s side. Appointments can also be scheduled without having to break the flow of the associate-shopper dialogue/interaction.
- **“Virtual Closet”-aided Styling:** Associates have the ability to virtually access – through rich on-screen imagery – items the customer has purchased from the brand in the past. By pulling up visuals on the tablet device, the associate can make specific and highly relevant product recommendations that extend, enhance and smartly accessorize the client’s previous purchases.
- **Accurate Data Capture:** The solution also supports streamlined and more accurate data capture, as clients can enter data on the device themselves or easily validate information on the tablet before exiting the store. A translator feature also enables retailers to eliminate language barriers by adjusting data views to the shopper’s native tongue.

“Clienteling is today’s ‘killer app’ that takes existing customer information to new levels, enabling retailers to build closer customer relationships while boosting the bottom line,” said Paul Salsgiver, executive vice president and general manager, retail software for Epicor.

“Epicor Retail Clienteling allows retailers to provide a much higher level of personalized service to each consumer -- offering compelling information about the shopper as soon as they step into the store,” said Ian Rawlins, vice president of marketing, retail software for Epicor. “Having an understanding of a customer’s specific style, sizes and preferences enables retailers to foster richer, more successful sales engagements that encourage customers to return through the doors to again be part of an ultra-personalized shopping experience.”

Epicor retail solutions and services are used by hundreds of the world's leading retailers to become more profitable, productive and competitive. Epicor retail software solutions are designed to meet the evolving merchandise and service expectations of today's cross-channel shoppers and the business requirements of the most demanding retail environments, with a rapid return on investment, low cost of ownership, and a single point of accountability. Epicor provides software solutions and services to specialty and general merchandise retailers in a variety of industries including luxury, apparel, automotive aftermarket, footwear, lumber and building materials, nursery, sporting goods, and pharmacy. Epicor's retail customers include hundreds of marquee names, from Aéropostale and Automotive Supply, Inc., to Walker Drug and Zales.

About Epicor Software Corporation

Epicor Software Corporation is a global leader delivering business software solutions to the manufacturing, distribution, retail and services industries. With nearly 40 years of experience serving midmarket organizations and divisions of Global 1000 companies, Epicor has more than 20,000 customers in over 150 countries. Epicor enterprise resource planning (ERP), point of sale (POS), supply chain management (SCM), and human capital management (HCM) enable companies to drive increased efficiency and improve profitability. With a history of innovation, industry expertise and passion for excellence, Epicor inspires customers to build lasting competitive advantage. Epicor provides the single point of accountability that local, regional and global businesses demand. The Company's headquarters are located in Livermore, California, with offices and affiliates worldwide. For more information, visit www.epicor.com.

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